



ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Autumn
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COURSE CODE	141311004	COURSE NAME	Art Concepts
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
1	2	-	0	2	2	COMPULSORY (X)	Turkish

COURSE CATEGORY

Basic Education	Art	Visual Communication	Desing	Social Science
	2			

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
	MID-TERM	1st Mid-Term	1
2nd Mid-Term			
Quiz			
Homework			
Project			
Report			
Others (.....)			
FINAL EXAM		1	60

PREREQUIEITE(S)	
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COURSE DESCRIPTION	Within the scope of this course; the origin and source of art, the concept of art and representation, the relationship between art and craft are explained. How art shaped the world, the formation of images from the first age to the present and understanding the place and importance of art in human life by relating it in socio-cultural context.
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COURSE OBJECTIVES	The aim of this course; It is the ability to comprehend and analyze the social foundations and conceptual framework of art at the theoretical level.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	This course contributes to the art and design process with basic knowledge. Thus, it develops the intellectual side of the student.
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COURSE OUTCOMES	1) Learns the concepts of art and art and comprehends the necessity of art education. 2) Knows the artist's place in society. 3) Learns the formation process of a work of art and the necessary elements for a product to be considered a work of art. 4) Comprehends the development process of the art object in line with theoretical, philosophical and sociological discussions. 5) Learns the design elements and principles that make up the art object. 6) Learns what the theories of art are and comprehends these theories. 7) Comprehend the traces in the art history process. 8) Understands the importance of museum education in visual arts. 9) Learns the art criticism method.
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TEXTBOOK	1. Introduction to Art Concepts / Ayla Ersoy 2. Introduction to Art and Concepts of Art / Ahmet Şişman Redhouse Dictionary of Art Terms and Concepts 3. BBC How Art Made the World / Art Concepts Documentary Wölfflin, Heinrich (2000).
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	4. Basic Concepts of Art History, (Trans: Hayrullah Örs), Ankara: Remzi Publishing
OTHER REFERENCES	1. Alakuş, A. Osman and Mercin Levent (2009). Art Education and Visual Arts Education, Pegem Academy, Ankara 2009 2. Atalayer, F. Elements of Basic Art (1993), Eskişehir, 3. Boydas, Nihat. Introduction to Art Criticism (2004), Gündüz Education and Publishing, Ankara
TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Course content and presentation
2	Image, Representation and its Relationship with Art
3	Documentary movie: BBC How art made the world / The day the picture were born
4	Art and Nature Relationship
5	Art and Society Relationship
6	Human Form and Art Documentary movie: How Art Made The World - More Human Than Human
7	Art and Technology- Art, Media and Communication
8	MIDTERM EXAMS
9	The beginning of Visual Communication in the early ages and the techniques of man to narrate nature Documentary movie: How Art Made The World - Once upon a time
10	Art, Locality and Universality
11	Relationship of Art to Society and Politics Documentary movie: How Art Made The World - The Art of Persuasion
12	Art Criticism - Rating
13	Analysis of Guernica painting as a political discourse
14	21st century art and design studies
15	Art and the Image of Death Documentary movie: How Art Made The World - To Death and Back
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines.			x
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers		x	
3	The ability to grasp the visual language and aesthetic sensitivity of design and to reflect these on designs	x		
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems		x	
5	The ability to recognize design technique and technology, to comprehend application areas and methods			x
6	The ability to comprehend and apply the design process and production techniques			x
7	The ability to update design knowledge in line with the requirements of the age and technological developments	x		
8	Comprehending local and universal values; ability to develop an understanding of design from local to universal	x		
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment		x	
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems.	x		

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s):

Signature:

Date: