



COURSE INFORMATION FORM

SEMESTER	Fall
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COURSE CODE	141313003	COURSE NAME	HISTORY OF VISUAL DESIGN
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
3	2	0	0	2	2	Required	Turkish

CATEGORY OF COURSE				
Basic Education	Art	Design	Visual Communication	Social Science
2				

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam	Written examination	40
FINAL		Writing examination	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
COURSE CONTENT	Art movements of preparing modernity. Arts and Crafts, Art Nouveau, Cubism, Futurism, Dadaism, Surrealism, Photography and Modernism, Posters at the I. World War : Germany, United Kingdom, United States, Russian Suprematism and Constructivism, De Stijl and Bauhaus Movement, Modernism in Europe, Art Deco, Modern Movement in America, New-York School
COURSE OBJECTIVES	Teaching the history and main movements in visual communication
CONTRIBUTION TO VOCATIONAL EDUCATION	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.
LEARNING OUTCOMES	1- Knowledge on the History of Visual Communication Design 2- Knowledge of the important artist & designers and their concept and philosophy of their works.
REFERENCES	Weill, Alain (2006). Grafik Tasarım , Genel Kültür Dizisi, YKY Yayınevi, İstanbul
TEXTBOOKS / NOTES	1-Bektaş, Dilek (1992). Çağdaş Grafik Tasarımın Gelişimi , İstanbul: Yapı Kredi Yayınları 2-Helen Armstrong, Grafik Tasarım Kuramı , İstanbul: Espas Yayınları, 2012 3- Uçar, Tevfik Fikret (2005). Görsel İletişim ve Grafik Tasarım , İnkılap Yayınları.
MATERIALS	



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Information about the content and purpose of the course.
2	Art movements of preparing modernity.
3	Arts and Crafts, Art Nouveau
4	Cubism, Futurism
5	Dadaism, Surrealism
6	Photography and Modernism
7	Posters at the I. World War : Germany, United Kingdom, United States
8	MIDTERM EXAM
9	Russian Suprematism and Constructivism
10	De Stijl and Bauhaus Movement
11	Modernism in Europe.
12	Art Deco
13	Modern Movement in America, New-York School
14	FINAL EXAM

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.			x
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.		x	
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.			x
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			x
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.		x	
6	Ability to understand and practice the design process, its steps, and production techniques.		x	
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.			x
8	Ability to utilize various artistic and industrial production techniques.			x
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.			x
10	Awareness for the protection of nature and the environment as well as eco-design,		x	
11	Ability to prepare social responsibility projects in order to raise design awareness.			x

LECTURER	SIGNATURE	DATE