



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

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| SEMESTER | Spring |
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|-------------|-----------|-------------|---------------------|
| COURSE CODE | 141315002 | COURSE NAME | Aesthetics of Image |
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| SEMESTER | WEEKLY COURSE PERIOD | | | COURSE OF | | | |
|----------|----------------------|----------|-----------|-----------|------|-----------------------------|----------|
| | Theory | Practice | Labratory | Credit | ECTS | Type | Language |
| 4 | 2 | 0 | 0 | 2 | 2 | COMPULSORY (X) ELECTIVE () | Turkish |

| COURSE CATEGORY | | | | |
|-----------------|-----|--------|----------------------|----------------|
| Basic Education | Art | Design | Visual Communication | Social Science |
| | 1 | 1 | | |

| ASSESSMENT CRITERIA | | | |
|---------------------|-----------------|----------|----|
| MID-TERM | Evaluation Type | Quantity | % |
| | 1st Mid-Term | 1 | 40 |
| | 2nd Mid-Term | | |
| | Quiz | | |
| | Homework | 1 | 40 |
| | Project | | |
| | Report | | |
| | Others (.....) | | |
| FINAL EXAM | | 1 | 60 |

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| PREREQUIEITE(S) | |
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| COURSE DESCRIPTION | To learn methods of preparing photography project and various photography genres. To write project text and to realize it. |
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| COURSE OBJECTIVES | The aim of the course is to provide student to learn how to make a photography project, to analyse various photography project genres and to create and produce his/her own genre and style. |
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| ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION | The course provides to produce and present his/her own photography project. |
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| COURSE OUTCOMES | 1- Will be able to define and edit his/her photography project both theoretical and in practice. 2-Will be able to comprehend photography application genres and to create his/her own style. |
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| TEXTBOOK | Topçuoğlu, Nazif. (2000). Fotoğraf Ölmedi Ama Kötü Kokuyor. İstanbul: Yapı Kredi Yayınları. Topçuoğlu, Nazif. (2006). Fotoğraflar Gösterir Ama..., İstanbul: Yapı Kredi Yayınları. Price, Mary. Fotoğraf – Çerçevdeki Gizem, İstanbul: Ayrıntı Yayınları, 2004. |
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| OTHER REFERENCES | Videos, visual material, presentations, sample works. |
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| TOOLS AND EQUIPMENTS REQUIRED | Computer, Projection, photography studio |
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| WEEKLY COURSE SYLLABUS | |
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| WEEK | TOPICS |
| 1 | Introduction to media aesthetics |
| 2 | Portraying tool, reproduction technology and photography in the art environment |
| 3 | Portraying tool, reproduction technology and active image in the art environment |
| 4 | Portraying tool, reproduction technology and video in the art environment |
| 5 | Light and illumination |
| 6 | Color and the functions of color |
| 7 | Bidimensional surface |
| 8 | MIDTERM EXAM |
| 9 | Bidimensional surface |
| 10 | Creating tridimensional on the bidimensional surface |
| 11 | Dimension of image and visualization |
| 12 | Dimension of time |
| 13 | Peculiar field of video and video art |
| 14 | Analysis of current visual design applications |
| 15 | Analysis of current visual design applications |
| 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 the design and 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; the 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): Assoc. Prof.Dr. Gülbin Özdamar Akarçay

Signature:

Date: