Eskişehir Osmangazi University Art and Design Faculty
Department of Visual Communication Design

COURSE INFORMATION FORM

	SEMESTER	FALL

COURSE CODE	141315013	COURSE NAME	KINETIC TYPOGRAPHY

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
5	2	2	0	3	5	Elective Studio	Turkish

CATEGORY OF COURSE				
Basic Education	Art	Design	Visual Communication	Social Science
1		2	2	

EVALUATION CRITERIA		
EXAM TYPE	EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER / Midterm Exam 1	Project	40
FINAL EXAM	Project	60
EXCUSE EXAMINATION		
RESIT EXAMINATION		

RECOMMENDED PREREQUISITES OF COURSE	Text and Typography, Typography I and II courses must be taken.
COURSE CONTENT	Visual poetry, typography, multimedia, information and communication, digital typography, typography and process of reading, significance and ambiguity, projects
COURSE OBJECTIVES	Intended to be done with different techniques of creative typographic works.
CONTRIBUTION TO VOCATIONAL EDUCATION	• Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design. • Ability to recognize the design techniques and technology and to identify their differences, applications and methods. • Ability to understand and practice the design process, its steps, and production techniques. • Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.
LEARNING OUTCOMES	• Ability to create video animation with typography • Ability to use typography in design
TEXTBOOKS	Hillner, Matthias (2009),Basics Typography 01: Virtual Typography, AVA Publishing
REFERENCES	
MATERIALS	

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WEEK	SUBJECTS
WEEKLY COURSE PLAN	
1	Course content and policies, computer software to be used, Introduction to Kinetic typography
2	Visual poetry to typography: Designers and Examples of kinetic typography.
3	Typography to multimedia, kinetic typography Project selection
4	Typography, information and communication
5	Digital typography
6	Typography and process of reading
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Significance and ambiguity
10	Kinematic typography
11	Project work
12	Project work
13	Project work
14	Project work
15, 16	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
Y. Doç. Dr. Şirin BENUĞUR		02.02.2015