



COURSE INFORMATION FORM

		SEMESTER		Fall
COURSE CODE	141315022	COURSE NAME	AESTHETICS OF IMAGE	

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

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
	1		1	

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

RECOMMENDED PREREQUISITES OF COURSE	
BRIEF CONTENT	Media aesthetics, portraying tool, reproduction technology, photography, motion picture, and video in the art environment, Light and illumination, Color and its functions, Bidimensional surface, Creating tridimensional on the bidimensional surface, Dimension of image and visualization, Dimension of time, video and art.
COURSE OBJECTIVES	Studying still and motion picture images in terms of color, light and illumination, surface features and dimension of time.
CONTRIBUTION TO VOCATIONAL EDUCATION	<ul style="list-style-type: none">• Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.• Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.• Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.• Ability to recognize the design techniques and technology and to identify their differences, applications and methods.
LEARNING OUTCOMES	<ul style="list-style-type: none">• Ability to explain reproduction technologies of images from the perspective of art• Ability to analyse the visual elements of photography, movie and video.
REFERENCES	<ul style="list-style-type: none">• <i>Görüntü Estetiği</i>, Levend Kılıç, İstanbul, İnkılap Kitapevi Yayınları, 2000.
TEXTBOOKS / NOTES	<ul style="list-style-type: none">• <i>Postmodern Görüntü</i>, Ali Akay, İstanbul, Bağlam Yayınları, 1997.• <i>Sinemada Estetik</i>, Mario Pezzella, Ankara, Dost Yayınları, 2006.• <i>Estetik Bakış</i>, Afşar Timuçin, İstanbul, Bulut Yayınları, 2005.
MATERIALS	



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

WEEKLY COURSE PLAN	
WEEK	SUBJECTS
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	MIDTERM EXAMS
8	MIDTERM EXAMS
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
15-16	FINAL EXAMS

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. Gülbin ÖZDAMAR AKARÇAY		26.03.2015