



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

SEMESTER	Spring
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COURSE CODE	141316013	COURSE NAME	Image Design
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Laboratory	Credit	ECTS	Type	Language
6	2	2	0	3	5	COMPULSORY () ELECTIVE (X)	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
	1	3	1	

ASSESSMENT CRITERIA

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

PREREQUIEITE(S)	
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COURSE DESCRIPTION	Basic features of motion image, director of photography, camera and technical features, composition, shooting scales, light sources, lighting, filters, forming a movie crew and practices, operations after shooting
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COURSE OBJECTIVES	Providing knowledge on the fundamental elements of image, camera, light, composition, editing, and continuity
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	<input type="checkbox"/> Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design. <input type="checkbox"/> Ability to recognize the design techniques and technology and to identify their differences, applications and methods.
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COURSE OUTCOMES	<input type="checkbox"/> Ability to understand visual design. <input type="checkbox"/> Ability to participate creative process with practices. <input type="checkbox"/> Ability to use a movie camera, video camera, SLR camera. <input type="checkbox"/> Acknowledgement of the importance of a crew for cinema and television
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TEXTBOOK	<input type="checkbox"/> Blain Brown (2011). Sinematografi. İstanbul:Hil Yayınları <input type="checkbox"/> Kameramanlık Mesleğine Giriş, Salim Akdoğan, İstanbul, Palme Yayıncılık, 2010
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OTHER REFERENCES	<input type="checkbox"/> Daniel Arijon. (2005). Film Dilinin Grameri I, II, III. İstanbul: ES Yayınları <input type="checkbox"/> Görüntü Estetiği, Levend Kılıç, İstanbul, İnkılap Kitapevi Yayınları, 2000. <input type="checkbox"/> Televizyonda kameramanlık, Nadi Kafalı, Ankara, Ümit Yayıncılık, 2000.
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TOOLS AND EQUIPMENTS REQUIRED	
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WEEKLY COURSE SYLLABUS	
WEEK	TOPICS
1	Basic features of cinema and television image
2	Director of photography: tasks and responsibilities
3	Using camera and technical facilities
4	Principles of composition
5	Shooting scales and application
6	Features of light sources and utilization
7	Lightening indoor and outdoor shooting
8	MIDTERM EXAMS
9	Using camera and light filters
10	Setting a movie crew and making a practice
11	Shooting
12	Shooting
13	Shooting
14	Operations after shooting
15	Operations after shooting
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): Öğr. Gör. Tunçemre Doğramacı

Signature:

Date: