



COURSE INFORMATION FORM

			SEMESTER	Spring
COURSE CODE	141316021	COURSE NAME	SEMIOTICS	

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
6	2	0	0	2	2	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
			2	

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

<b>RECOMMENDED PREREQUISITES OF COURSE</b>	
<b>BRIEF CONTENTS</b>	History of semiotics, The basic rules and principles of semiotics, Meaning and communicative concepts, Analysis of the meaning of visual images, Concepts in the production of the new image, Urban displays and analysis.
<b>COURSE OBJECTIVES</b>	<ul style="list-style-type: none"><li>analyze the signs and symbols To</li><li>understand the production process of symbols and signs To</li></ul>
<b>CONTRIBUTION TO VOCATIONAL EDUCATION</b>	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.
<b>LEARNING OUTCOMES</b>	<ul style="list-style-type: none"><li>Knowledge on the principles of semiotics</li><li>Ability to interpret visual images to understand the process of signification.</li><li>Ability to interpret and produce visual images on the basis of semiotics</li></ul>
<b>TEXTBOOK</b>	<ul style="list-style-type: none"><li>Büyükpacı, Seher (2002). Grafik sanatlarında sembolist göstergeler, D.E.Ü.</li></ul>
<b>REFERENCES</b>	<ul style="list-style-type: none"><li>Uçar, Tevfik Fikret (2004). Görsel İletişim ve Grafik Tasarım. İnkılap Yayınları.</li><li>Merleau, Maurice-Ponty (1996). Göz ve Tin: İstanbul Metis Yayınları.</li></ul>
<b>MATERIALS</b>	



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Content of the course, the evaluation criteria and presentation issues.
2	Introduction to semiotics
3	History of semiotics
4	The basic rules and principles of semiotics
5	Making Meaning and communicative concepts
6	Analysis of the meaning of visual images
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Concepts in the production of the new image
10	Concepts in the production of the new image
11	Concepts in the production of the new image
12	Urban displays and analysis
13	Urban displays and analysis
14	Urban displays and analysis
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. Müge SELÇUK		27.03.2015