



COURSE INFORMATION FORM

		SEMESTER	FALL
COURSE CODE	141317013	COURSE NAME	EXPERIMENTAL TYPOGRAPHY

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
7	2	2	0	3	5	Elective Studio	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
1		2	2	

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

RECOMMENDED PREREQUISITES OF COURSE	Typography I-II
BRIEF CONTENTS	Historical developments in typography, typeface and perception, emotional responses, emphasis, layout and arrangement design, examples and practices
COURSE OBJECTIVES	Teaching possibilities of typographical designs beyond traditional approaches Practicing designs of arrangements suitable for a given subject while observing fundamental principles of typography. Taking advantage of the power of typography.
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 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	Ability to convert words, sentences and concepts into a universal message Ability to form an economical and attractive emphasis with typography Ability to create different but legible typographic designs Ability to use typography for a given meaning and concept
TEXTBOOK	Carter, Rob (1998) EXPERIMENTAL TYPOGRAPHY (Working with Computer Type) Rotovision; 1st ed. Edition,USA.
REFERENCES	Bellantoni, Jeff and Matt Woolman, 2000, Type in Motion: Innovations in Digital Graphics, Thames and Hudson, London
MATERIALS	Design tools and materials



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Historical developments in typography
2	Typeface and perception, examples
3	Emotional responses, examples
4	Emphasis, examples
5	Layout and arrangement, design examples
6	Supervision and practice
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Supervision and practice
10	Supervision and practice
11	Supervision and practice
12	Supervision and practice
13	Supervision and practice
14	Project presentations
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
Şirin Şengel		02.05.2016