



COURSE INFORMATION FORM

SEMESTER	Fall
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COURSE CODE	141311005	COURSE NAME	Visual Communication
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
1	2	0	0	2	2	Required	Turkish

CATEGORY OF COURSE				
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 examination	40
FINAL		Written examination	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
BRIEF CONTENT	Communication, basic language of visual communication, visual perception, visual signification and abstraction. Examples of visual communication are evaluated.
COURSE OBJECTIVES	to introduce basic visual language, concepts and process of visual communication that provide understanding, interpreting and producing to different visual forms.
CONTRIBUTION TO VOCATIONAL EDUCATION	The course provides a theoretical basis in the field of visual communication
LEARNING OUTCOMES	Interpreting the evolution of visual communication tools chronologically. Explaining impact to arts scene of communication tools Using visual communication techniques in creative design process
REFERENCES	Öztuna H.Yakup (2007), <i>Görsel İletişimde Temel Tasarım</i> , İstanbul: Yorum Sanat ve Yayıncılık.
TEXTBOOKS / NOTES	Uçar, Tefik Fikret (2004), <i>Görsel İletişim ve Grafik Tasarım</i> , İstanbul: İnkılap Kitapevi.
MATERIALS	Computer, Projection,



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

WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Communication and its types
2	Mass Communication and Mass Communication Tools
3	Visual Communication and its types
4	Visual Communication tools
5	Early examples of visual communication tools
6	Contemporary visual communication
7	MIDTERM EXAM
8	Visual perception
9	Visual communication and semiology
10	Visual communication and signification
11	Visual communication and abstraction
12	Examples of advertisement and evaluation
13	Examples of graphics design and evaluation
14	Examples of photography and evaluation
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.			
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