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

COURSE INFORMATION FORM

SEMESTER	SPRING

COURSE CODE	141313011	COURSE NAME	GRAPHIC DESIGN STUDIO I

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

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
		3	2	

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

RECOMMENDED PREREQUISITES OF COURSE	None
COURSE CONTENT	Introduction to graphic design, graphic design basics, language of graphic design and production process, graphic production techniques, analysis of graphic design products, design projects, examination of the ideas and sketches related to the Project, the draft work
COURSE OBJECTIVES	To practice the process of creating a visual language of graphic design
CONTRIBUTION TO VOCATIONAL EDUCATION	1. Ability to understand and practice the design process, its steps, and production techniques. 2. Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.
LEARNING OUTCOMES	1. Ability to analyze the visual language of graphic design and to use it in a creative way 2. Ability to evaluate the relationship between visual and typographic elements on a 2D surface, 3. Ability to interpret the contemporary culture and incorporate design trends in graphic design projects
TEXTBOOKS	1. Becer, Emre (1995). *İletişim ve Grafik Tasarım*. Dost Kitapevi, Ankara 2. Uçar, Tevfik Fikret (2004). *Görsel İletişim ve Grafik Tasarım*. İnkılap Yayınları.
REFERENCES	Relevant videos, images, presentations, case studies. Resource books and magazines.
MATERIALS	Computer, Projector.

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WEEK	SUBJECTS
	WEEKLY COURSE PLAN
1	Content of the course, the importance of the evaluation criteria and presentation issues. Graphic design basics.
2	The language of graphic design and production process.
3	Graphic production techniques.
4	Analysis of graphic design products. Determination of project.
5	Examination of the ideas and sketches related to the project. The draft work.
6	Project work
7	Project work
8	MIDTERM EXAM
9	Project work
10	Project work
11	The project is transferred to a computer
12	Project work
13	Project work
14	Project work
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