



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

SEMESTER	FALL
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COURSE CODE	141315002	COURSE NAME	Art and Design Culture
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
5	2	-	0	2	2	COMPULSORY	Turkish

COURSE CATEGORY

Basic Education	Art	Visual Communication	Design	Social Science
	2			

ASSESSMENT CRITERIA

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

PREREQUIEITE(S)	None
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COURSE DESCRIPTION	Culture, social relations and processes, economic and social structure, Cultural revolution, Middle ages, Renaissance, Democratization in Europe, French revolution and its effects, industrial revolution and its effects on society, art, design and economic relations. Art and design in Urban culture.
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COURSE OBJECTIVES	Providing information on the historical development of art and design and the relationship with culture.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	1. Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines 2. Understanding of the design culture, ethics, and the rights and responsibilities of designers
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COURSE OUTCOMES	1. Knowledge on the development of art and design 2. Understanding of the relationship between the design and culture
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TEXTBOOK	1. Sanata ve Sanat Kavramlarına Giriş / Ahmet Şişman 2. Sanat Kültür, Kültür Sanat, Sıtkı Erinç, Ütopya Sanat Dizisi 3. BBC How Art Made the World / Sanat Kavramları Belgeseli Wölfflin, Heinrich (2000). 4. Sanat Tarihinin Temel Kavramları, (Çev: Hayrullah Örs), Ankara: Remzi Kitabevi 5. Sanat ve Güzellik, Umberto Eco, İstanbul, Can Yayınları, 1998 6. Kent, Kimlik ve Küreselleşme, Rana A.Aslandoğlu, Asa Yayınları
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OTHER REFERENCES	1. Çağdaş Temel Kuramlar, Quentin SKINNER, İstanbul, Vadi Yayınları, 2007.
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TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection
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WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Concept and theory of culture
2	Social relations and processes, biological evolution
3	Economic and social structure
4	Cultural evolution and revolution
5	Thought and approaches in Middle ages
6	Renaissance
7	Art and Technology – Art, Media and Communication
8	MIDTERM EXAMS
9	Democratization in Europe
10	French revolution and its effects
11	Art related to Society and Politics Documentary: How Art Made The World – The Art of Persuasion
12	Reflections of Social Movements
13	Effects of production methods on society, design and economy
14	Art and design in Urban culture
15	Effects of Art and Design on Urban culture
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	Ability to comprehend design culture and ethics, designers' rights and responsibilities		x	
3	The ability to grasp the visual language and aesthetic sensitivity of design and to reflect these on designs			x
4	Ability to analyze critically, reflect this on their designs, and offer appropriate solutions to problems	x		
5	Ability to recognize design technique and technology, comprehend application areas and methods			x
6	Ability to comprehend and apply the design process and production techniques			x
7	Ability to update design information in line with the requirements of the age and technological developments	x		
8	Comprehending local and universal values; ability to develop an understanding of design from local to universal	x		
9	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):

Signature:

Date: