



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

COURSE INFORMATION FORM

SEMESTER	FALL
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COURSE CODE	141315014	COURSE NAME	DESKTOP PUBLICATION DESIGN
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
5	2	2		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	Historical developments, elements of a page, size, margins, text, graphics, weight, balance, text-graphics interaction, grids, kerning, word space, leading, headers, footers, styles, master page, background, preparation for printing, computer programs for desktop publication
COURSE OBJECTIVES	To teach the principles of desktop publishing, to create multi-page publications on computer.
CONTRIBUTION TO VOCATIONAL EDUCATION	<ul style="list-style-type: none">Ability to recognize the design techniques and technology and to identify their differences, applications and methods.Ability to understand and practice the design process, its steps, and production techniques.Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.
LEARNING OUTCOMES	<ul style="list-style-type: none">Student understands the desktop publishing principlesStudent learns the design process of desktop publishing from sketch till the print facility.Student can create multi page designs such as newspaper, magazine and book pages
REFERENCES	<ul style="list-style-type: none">Soner,F. Mazlum,(2006). Masaüstü Yayıncılık / Tasarım ve Baskı Teknolojisine Giriş. Gazi YayıneviUçar, Tefik Fikret, (2004). Görsel İletişim ve Grafik Tasarım. İnkılap Yayınevi
TEXTBOOKS / NOTES	<ul style="list-style-type: none">Becer, Emre, (2000). İletişim ve Grafik Tasarım. Dost KitapeviÖztuna,H. Yakup, (2007). Görsel İletişimde Temel Tasarım, Yorum ve Sanat Yayıncılık
MATERIALS	Computer



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WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Content and polilices of the course, Historical developments
2	Elements of a page, size, margins, text, graphics, weight, balance
3	Introduction to auxiliary software: A.Illustrator, , A.Photoshop
4	Page layout software
5	Text-graphics interaction, grids, kerning, word space, leading
6	Headers, footers, styles, master page, background
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Preparation for printing
10	Book design
11	Magazine design
12	Newspaper design
13	Projects
14	Projects
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
Öğr. Gör. Bilge Kınam		23.03.2015