



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

SEMESTER	Spring
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COURSE CODE	141316001	COURSE NAME	Social Responsibility Desing
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
6	2	2	0	3	5	COMPULSORY (X)	Turkish

COURSE CATEGORY				
Basic Education	Art	Visual Communication	Desing	Social Science
			4	

ASSESSMENT CRITERIA			
MID-TERM	Evaluation Type	Quantity	%
	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (.....)		

FINAL EXAM		1	60
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PREREQUIEITE(S)	To have taken Graphic Design 1 and Graphic Design 2 courses
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COURSE DESCRIPTION	The place and importance of social responsibility in design, research of global, social, cultural and social problems, examples of social responsibility design, design practice studies for solving problems
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COURSE OBJECTIVES	Creating solutions for socio-cultural problems in the world and in our immediate environment, raising the designer's awareness of social responsibility towards his environment and learning universal design principles for a sustainable future
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	1. The ability to grasp the visual language of art and design, its differences and aesthetic sensitivity and reflect it on their designs 2. Being sensitive to the protection of nature and the environment, giving importance to eco-design 3. Preparing social responsibility projects in order to make people understand the importance of design and to raise design awareness.
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COURSE OUTCOMES	1. As a result of the student's research on socio-cultural problems, social responsibility awareness increases.
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TEXTBOOK	1. Designing For Social Change: Strategies for Community-Based Graphic Design (Design Briefs) - Andrew Shea, Ellen Lupton and William Drentel 2. Just Design: Socially Conscious Design for Critical Causes - Christopher Simmons
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OTHER REFERENCES	1.Design Revolution: 100 Products That Empower People by Emily Pilloton 2.Change by Design - Tim Brown
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TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection
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WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Course content and presentation
2	Presentation and examples on the place and importance of Social Responsibility in Design
3	Researching Social Responsibility Projects in Design and project proposals
4	Social Responsibility 1 Project / Problem identification and analysis
5	Social Responsibility 1 Project / Problem oriented design solutions & sketches
6	Social Responsibility 1 Project / Problem oriented design solution applications
7	Social Responsibility 1 Project / criticism and critiques before the final exam
8	MIDTERM EXAMS
9	Development of the graphic design language and style of the project
10	Examining the ideas and sketches related to the project. Draft studies
11	Examining the ideas and sketches related to the project. Draft studies
12	Examining the ideas and sketches related to the project. Draft studies
13	Development of project related designs
14	Development of project related designs
15	Development of project related designs
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: