



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

SEMESTER	Spring
-----------------	--------

COURSE CODE	141318001	COURSE NAME	Visual Communication Project
--------------------	-----------	--------------------	------------------------------

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
8	6	2	0	7	14	COMPULSORY (X) ELECTIVE ()	Turkish

COURSE CATEGORY				
Basic Education	Art	Design	Visual Communication	Social Science
	2	8	4	

ASSESSMENT CRITERIA			
MID-TERM	Evaluation Type	Quantity	%
	1st Mid-Term	1	30
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (.....)		
FINAL EXAM		1	70

PREREQUIEITE(S)	
COURSE DESCRIPTION	Project proposal, work on project, presentation
COURSE OBJECTIVES	This course aims to create a practical project with the knowledge and skills gained during the three-and half years of education.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	<input type="checkbox"/> Ability to recognize the design techniques and technology and to identify their differences, applications and methods. <input type="checkbox"/> Ability to understand and practice the design process, its steps, and production techniques. <input type="checkbox"/> Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.
COURSE OUTCOMES	<input type="checkbox"/> Creating a proposal for a project on a topic and/or a design problem, presenting the project verbally and visually <input type="checkbox"/> Planning the levels of the process for a design project. <input type="checkbox"/> Preparing theoretical and technical background of the project <input type="checkbox"/> Finishing a project at the deadline and as planned
TEXTBOOK	
OTHER REFERENCES	
TOOLS AND EQUIPMENTS REQUIRED	

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Introduction, basic principles. Information about visual communication design project.
2	Project proposal
3	Project proposal
4	Project work
5	Project work
6	Project work
7	Project work
8	MIDTERM EXAMS
9	Project work
10	Project work
11	Project work
12	Project work
13	Project work
14	Project presentation
15	FINAL EXAM
16	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	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers		x	
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs		x	
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems		x	
5	The ability to recognize design technique and technology, to comprehend application areas and methods		x	
6	The ability to comprehend and apply the design process and production techniques	x		
7	The ability to update design knowledge in line with the requirements of the age and technological developments	x		
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal		x	
9	The 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: