



COURSE INFORMATION FORM

		SEMESTER	SPRING
COURSE CODE	141318001	COURSE NAME	VISUAL COMMUNICATION PROJECT

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
8	6	2		7	14	Required	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
	2	8	4	

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

RECOMMENDED PREREQUISITES OF COURSE	None
BRIEF CONTENTS	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.
CONTRIBUTION TO VOCATIONAL EDUCATION	<ul style="list-style-type: none"><li>Ability to recognize the design techniques and technology and to identify their differences, applications and methods.</li><li>Ability to understand and practice the design process, its steps, and production techniques.</li><li>Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.</li></ul>
LEARNING OUTCOMES	<ul style="list-style-type: none"><li>Creating a proposal for a project on a topic and/or a design problem, presenting the project verbally and visually</li><li>Planning the levels of the process for a design project.</li><li>Preparing theoretical and technical background of the project</li><li>Finishing a project at the deadline and as planned</li></ul>
TEXTBOOK	--
REFERENCES	--
MATERIALS	--



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
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	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Project work
10	Project work
11	Project work
12	Project work
13	Project work
14	Project presentation
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
all instructors		15.04.2016