



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

SEMESTER	Fall
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COURSE CODE	141311001	COURSE NAME	Basic Design I
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
1	4	2	0	5	7	COMPULSORY (X) ELECTIVE ()	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
4		2		

ASSESSMENT CRITERIA

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

PREREQUIEITE(S)	No prerequisites
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COURSE DESCRIPTION	The basic constituents of art and design; line, form, texture, space, perspective, structure, light and shade; two and three dimensional practices, vision, perception, abstract thought, problem solving.
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COURSE OBJECTIVES	To give the student a design vision, a new perception, To develop abstract thinking and problem solving skills To form a visual language by teaching Basic Design Elements.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	The student will learn the basic design elements and will be able to perceive and to understand art forms.
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COURSE OUTCOMES	1. Student will learn the basic elements of design. 2. Student will understand the relation of the basic elements in a composition. 3. Students will learn to create network of relationships with multidimensional thinking.
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TEXTBOOK	Uçar, T. Fikret (2004). Görsel İletişim ve Grafik Tasarım. İnkılap Yayınevi Becer, Emre, (2000). İletişim ve Grafik Tasarım. Dost Kitapevi
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OTHER REFERENCES	Öztuna,H. Yakup, (2007). Görsel İletişimde Temel Tasarım, Yorum ve Sanat Yayıncılık Artut, Kazım. Sanat Eğitimi Kuramları ve Yöntemleri, Ankara, Anı Yay. 2001 Atalayer, F. (1993) Temel Sanat Öğeleri, Eskişehir, Çağlarca, S. (1999) Plastik Öğeler, İstanbul, İnkılap Yay., Demir, Abdullah (1993) Temel Plastik Sanatlar Eğitimi, Eskişehir, A.Ö. Fak. Yay. Godstein, Nathan (1990) The Art of Responsive Drawing, New Jersey, 2006 Gökaydın, Nevide. Tasarım Eğitimi ve Görsel Algı, Sedit Yayınları, Ankara,
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	Özsoy, Vedat (2006), Yöntem ve Teknikleriyle Görsel Sanatlar Eğitiminde Uygulamalar, Görsel Sanatlar Eğitimi Derneği Yayınları-4, Ankara, Konu ile ilgili videolar, görseller, sunumlar, örnek çalışmalar.
TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection

WEEKLY COURSE SYLLABUS	
WEEK	TOPICS
1	Introduction to Basic Design
2	Basic Design Elements: Line, texture, color, tone, value, form, shape, space
3	Definition of dot and using dot in compositions
4	Definition of line and using line in compositions
5	Making compositions using line and dot
6	Definition of Light and Shadow and using it in compositions
7	Applications using light and shadow
8	MIDTERM EXAM
9	Definition of Perspective and its applications
10	Definition of Form and Shape and its applications
11	Definition of Texture, its types and examples
12	Texture applications / using waste materials to create 3D texture surfaces
13	Definition of Space and creating 3D compositions
14	Definition of Structure and its function and usage in basic design
15	3D Structural Designs using basic design elements
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	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: