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

SEMESTER	Fall

COURSE CODE	141311005	COURSE NAME	Visual Communication

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
1	2	0	0	2	2	COMPULSORY (X) ELECTIVE ( )	Turkish

COURSE CATEGORY				
Basic Education	Art	Design	Visual Communication	Social Science
			1	1

ASSESSMENT CRITERIA			
	Evaluation Type	Quantity	%
MID-TERM	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (………)		
FINAL EXAM		1	60

PREREQUIEITE(S)	
COURSE DESCRIPTION	Communication, basic language of visual communication, visual perception, visual signification and abstraction. Examples of visual communication are evaluated.
COURSE OBJECTIVES	to introduce basic visual language, concepts and process of visual communication that provide understanding, interpreting and producing to different visual forms.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	The course provides a theoretical basis in the field of visual communication
COURSE OUTCOMES	Interpreting the evolution of visual communication tools chronologically. Explaining impact to arts scene of communication tools Using visual communication techniques in creative design process
TEXTBOOK	Öztuna H.Yakup (2007), Görsel İletişimde Temel Tasarım, İstanbul: Yorum Sanat ve Yayıncılık.
OTHER REFERENCES	Uçar, Tevfik Fikret (2004), Görsel İletişim ve Grafik Tasarım, İstanbul: İnkılap Kitapevi.
TOOLS AND EQUIPMENTS REQUIRED	Notebook, pen

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Communication and its types
2	Mass Communication and Mass Communication Tools
3	Visual Communication and its types
4	Visual Communication tools
5	Early examples of visual communication tools
6	Contemporary visual communication
7	MIDTERM EXAM
8	Visual perception
9	Visual communication and semiology
10	Visual communication and signification
11	Visual communication and abstraction
12	Examples of advertisement and evaluation
13	Examples of graphics design and evaluation
14	Examples of photography and evaluation
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): Öğr. Gör. Latif Koşu

Signature: **Date:**