



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

SEMESTER	Spring
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COURSE CODE	141312001	COURSE NAME	Basic Design II
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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

	Evaluation Type	Quantity	%
	MID-TERM	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	To learn and to understand the basic design principles, color theory and light and shadow relation with each other by two and 3D applications.
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COURSE OBJECTIVES	To teach basic design principles, color theory with different materials& techniques To create 2D and 3D compositions by using basic design principles. To develop the student's abstract thinking and problem solving ability.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	The student will learn the basic principles and color theory of Design & Art.
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COURSE OUTCOMES	Student will learn the basic principles and color theory of Design. Student will understand the relation of the basic elements and principles with each other. Students will be able to question and analyze art and design forms.
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TEXTBOOK	Görsel İletişimde Temel Tasarım, Öztuna,H. Yakup, Yorum ve Sanat Yayıncılık, 2007 Sanat Eğitimi Kuramları ve Yöntemleri, Artut Kazım., Ankara, Anı Yay. 2001
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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, Sedir 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 II
2	Color Theory : Creating primary and secondary color. Light-dark colors to be displayed by applying the scale.
3	Psychological effects of color, interaction with each other.
4	Color Hue, Complementary and contrast colors & applications
5	Color study of an object from nature
6	Taking a detail of the color object study and creating a composition
7	Color compositions
8	MIDTERM EXAM
9	Basic Design Principles : Balance and Asymmetry
10	Basic Design Principles : Proportion and Visual Hierarchy
11	Basic Design Principles : Rhythm and Movement
12	Basic Design Principles : Emphasis and Contrast
13	Basic Design Principles: Integrity and Diversity
14	Basic Design Principles: Proximity and Repetition
15	Review
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		x	

	protection of nature and the environment			
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: