



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

SEMESTER	Fall
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COURSE CODE	141313003	COURSE NAME	History of Visual Design
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
2	2	0	0	2	2	COMPULSORY (X) ELECTIVE ()	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
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)	None
COURSE DESCRIPTION	Art movements of preparing modernity. Arts and Crafts, Art Nouveau, Cubism, Futurism, Dadaism, Surrealism, Photography and Modernism, Posters at the I. World War : Germany, United Kingdom, United States, Russian Suprematism and Constructivism, De Stijl and Bauhaus Movement, Modernism in Europe, Art Deco, Modern Movement in America, New-York School
COURSE OBJECTIVES	Teaching the history and main movements in visual communication
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.
COURSE OUTCOMES	1- Knowledge on the History of Visual Communication Design 2- Knowledge of the important artist & designers and their concept and philosophy of their works.
TEXTBOOK	Weill, Alain (2006). Grafik Tasarım, Genel Kültür Dizisi, YKY Yayınevi, İstanbul
OTHER REFERENCES	1-Bektaş, Dilek (1992). Çağdaş Grafik Tasarımın Gelişimi, İstanbul: Yapı Kredi Yayınları 2-Helen Armstrong, Grafik Tasarım Kuramı, İstanbul: Espas Yayınları, 2012 3- Uçar, Tefik Fikret (2005). Görsel İletişim ve Grafik Tasarım, İnkılap Yayınları..
TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Introduction to Basic Photography Lesson
2	World of Photography
3	Cameras and Systems of Image
4	Lenses
5	Exposure
6	Aperture, Shutter
7	The depth of field (DOF)
8	MIDTERM EXAM
9	Digital Photography
10	Light and Color
11	Filters and utilities
12	Composition
13	Photo Shooting Techniques
14	Photo Shooting Applications
15	Photo Printing Techniques
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): Asst.Prof.Dr. Tezcan Bahar

Signature:

Date: