



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

SEMESTER	Autumn
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COURSE CODE	141313011	COURSE NAME	Graphic Desing Studio I
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
3	2	2	0	3	5	COMPULSORY () ELECTIVE (X)	Turkish

COURSE CATEGORY

Basic Education	Art	Visual Communication	Desing	Social Science
		2	3	

ASSESSMENT CRITERIA

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

PREREQUIEITE(S)	
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COURSE DESCRIPTION	Introduction to the concept of graphic design, Basics of graphic design, Graphic design expression language and production process, Graphic production techniques, Graphic design products and analysis, Application Projects, Examining and drafting ideas and sketches about the project
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COURSE OBJECTIVES	Realizing the process of creating a visual language of graphic design with applications
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	1. Understanding and applying the design process, process steps and production techniques, 2. Recognition of design technique and technology; understanding the differences, application areas and methods.
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COURSE OUTCOMES	1. To be able to apply the visual language of graphic design creatively by analyzing 2. To be able to evaluate the relationships between visual and typographic elements on a two-dimensional surface
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TEXTBOOK	1. Ambrose, Gavin, Billson Nigel (2013) Language and Approach in Graphic Design, Literatür 2. Amrosse Gavin, Harris Paul (2012) Fundamentals of Graphic Design. Literatür 3. Uçar, Tevfik Fikret (2004), Visual Communication and Graphic Design, İstanbul, İnkılap Publishing
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OTHER REFERENCES	1. Becer, Emre (1995). Communication and Graphic Design. Dost Publishing, Ankara, Related videos, books, images, presentations, case studies. Source books and journals.
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TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection
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WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Introduction to the concept of graphic design. Fundamentals and principles of graphic design
2	Graphic design expression language and production process
3	Graphic production techniques
4	Graphic design products and analysis. Determination of project topics
5	Examining the ideas and sketches related to the project. Draft studies
6	Development of project related designs
7	Development of project related designs
8	MIDTERM EXAMS
9	Creative thinking in graphic design
10	Design as problem solving in graphic design
11	Examining the ideas and sketches related to the project. draft works
12	Examining the ideas and sketches related to the project. draft works
13	Development of project related designs
14	Development of project related designs
15	Development of project related designs
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	Ability to comprehend design culture and ethics, designers' rights and responsibilities			x
3	The ability to grasp the visual language and aesthetic sensitivity of design and to reflect these on designs	x		
4	Ability to analyze critically, reflect this on their designs, and offer appropriate solutions to problems	x		
5	Ability to recognize design technique and technology, comprehend application areas and methods		x	
6	Ability to comprehend and apply the design process and production techniques	x		
7	Ability to update design information in line with the requirements of the age and technological developments		x	
8	Comprehending local and universal values; ability to develop an understanding of design from local to universal	x		
9	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:

Date: