Eskişehir Osmangazi University Art and Design Faculty
Department of Visual Communication Design

COURSE INFORMATION FORM

SEMESTER	FALL

COURSE CODE	141313012	COURSE NAME	INFORMATION DESIGN

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
3	2	2	0	3	5	Elective Studio	Turkish

CATEGORY OF COURSE				
Basic Education	Art	Design	Visual Communication	Social Science
		2	2	1

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Project	40
FINAL EXAM		Project	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
COURSE CONTENT	Introduction of visual communication in public space, Tools & Applications of visual communication, Analysis of Examples, maps, signs systems, posters, billboards, Problem Identification, Research and Analysis, Design Process, Critique of design, Presentations
COURSE OBJECTIVES	To train students for the design of information systems that are used in urban areas
CONTRIBUTION TO VOCATIONAL EDUCATION	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design. Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems. Ability to understand and practice the design process, its steps, and production techniques.
LEARNING OUTCOMES	• Student creates designs for public space. • Student's multi-dimensional, analytical thinking develops. • The student gains the ability to solve design problems in the public sphere. • Student 's critical evaluation skills improves.
REFERENCES	• Susar Filiz, Yayınoğlu Pınar Eraslan (2008) Kent, Görsel Kimlik ve İletişim ,Umuttepe Yayınları. • Armstrong Helen (2011), Grafik Tasarım Kuramı, Espas Yayınları.
TEXTBOOKS / NOTES	Relevant videos, images, presentations, case studies. Resource books and magazines.
MATERIALS	Computer, Projector.

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WEEK	SUBJECTS
	WEEKLY COURSE PLAN
WEEK	SUBJECTS
1	Introduction of visual communication in public space
2	Tools & Applications of visual communication / Analyzing the design samples
3	Information Design Project 1 / Problem Identification
4	Information Design Project 1 / Research and Analysis
5	Information Design Project 1 / Design Process
6	Information Design Project 1 / Design Process
7	Information Design Project 1 / Critics
8	MIDTERM EXAM
9	Information Design Project 2 / Problem Identification
10	Information Design Project 2 / Research and Analysis
11	Information Design Project 2 / Design Process
12	Information Design Project 2 / Design Process
13	Information Design Project 2 / Critics
14	Information Design Project 2 / Presantation
15-16	FINAL EXAM

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.		x	
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.		x	
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.			x
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			x
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.		x	
6	Ability to understand and practice the design process, its steps, and production techniques.			x
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.			
8	Ability to utilize various artistic and industrial production techniques.		x	
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.		x	
10	Awareness for the protection of nature and the environment as well as eco-design,		x	
11	Ability to prepare social responsibility projects in order to raise design awareness.		x	

LECTURER	SIGNATURE	DATE