



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

SEMESTER	Autumn
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COURSE CODE	141315014	COURSE NAME	Desktop Publishing Desing
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
5	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)	To have taken Graphic Design 1 and Graphic Design 2 courses
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COURSE DESCRIPTION	To prepare a corporate identity design for an institution in line with graphic design principles; Arrangements on the page with design elements, page size, margins, weight and balance of design elements on the page, text-graphic interaction, character, word and line spacing, titles, styles, templates, master page creation, preparation for printing
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COURSE OBJECTIVES	Comprehending the principles of desktop publishing, making applications of multi-page publications in related programs.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	<ol style="list-style-type: none"> 1. Recognition of design technique and technology; the ability to comprehend the differences, application areas and methods 2. Ability to comprehend and apply the design process, process steps and production techniques 3. Ability to update the design process and design information in line with the requirements of the age and technological developments
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COURSE OUTCOMES	<ol style="list-style-type: none"> 1. Understands the principles of desktop publishing. 2. Learns the design stages from the drafting of multi-page publications to the printing process. 3. The student gains experience in designing multi-page newspapers, magazines and books.
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TEXTBOOK	<ol style="list-style-type: none"> 1. Soner, F. Mazlum, (2006). Desktop Publishing / Introduction to Design and Printing Technology. Gazi Publishing House 2. Uçar, T. Fikret (2004). Visual Communication and Graphic Design. İnkilap Publishing House
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OTHER REFERENCES	1. Oztuna, H. Jacob, (2007). Basic Design in Visual Communication, Yorum ve Sanat Publishing
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TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection
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WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Information about the content and implementation of the course
2	Understanding the relationship between the elements that make up the page and the text, graphics, weight and balance
3	Examination and research of corporate identity studies
4	Logo design process
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	Development of graphic design language and style
10	Adaptation of graphic design grid and grid system
11	Examining the ideas and sketches related to the project. Draft studies
12	Examining the ideas and sketches related to the project. Draft studies
13	Development of project related designs
14	Development of project related designs
15	Development of project related designs
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	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: