



Eskişehir Osmangazi University, Graduate School of Social Sciences
Department of Art and Design

COURSE INFORMATION FORM

SEMESTER OFFERED	FALL
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COURSE CODE	514302020	COURSE TITLE	TEXT AND IMAGE
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LEVEL	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
MFA	3	3		3	7,5	Elective	Turkish

COURSE ECTS CREDIT DISTRIBUTION				
Basic Education	Art	Design	Visual Communication	Social Science
		4	3,5	

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

RECOMMENDED PREREQUISITES OF COURSE	None
COURSE CONTENT	Basic concepts and terms, Visual imagery / visualization, Visual and functional expression text format, Text as a visual and conceptual imagery in contemporary art, Space, image and text, City, memory and text
COURSE OBJECTIVES	<ul style="list-style-type: none">Using images of text as a plastic design element and to provide new narrative possibilities.Enabling personal expression with art and design language with different narrative techniques.Raising awareness and skills in the application of universal design principles of graphic design
CONTRIBUTION TO VOCATIONAL EDUCATION	<ul style="list-style-type: none">Ability to improve and deepen the skills and technical knowledge of art and designAbility to practice art and design with advanced usage of informatics and communication technologies through the acquired knowledge and skills, and to comment on them.Ability to use creativity at an advanced level to design, produce, and present a unique and innovative work of art/design individually
LEARNING OUTCOMES	<ul style="list-style-type: none">Use Text of plastic as a languageTo establish correlations between image and text.Ability to develop an interdisciplinary approach for design research
TEXTBOOKS	Modern Sanat ve Yeni Tipografi, Emre Becer, Dost Kitabevi, 2010
REFERENCES	Sanat Tasarım ve Görsel Kültür Malcolm Barnard
MATERIALS	Nothing specific



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WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Explanation of the basic concepts and terms
2	Visual imagery / visualization
3	Visual and functional expression text format
4	Text as a visual and conceptual imagery in contemporary art
5	Space, image and text
6	City, memory and text
7	Midterm exams
8	Midterm exams
9	Project application
10	Project application
11	Project application
12	Project application
13	Project application
14	Project presentations
15-16	FINAL EXAMS

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	An advanced level of knowledge about aesthetics, practice and theories of art and design			x
2	Ability to improve and deepen the skills and technical knowledge of art and design			X
3	Ability to practice art and design with advanced usage of informatics and communication technologies through the acquired knowledge and skills, and to comment on them.			X
4	Ability to use creativity at an advanced level to design, produce, and present a unique and innovative work of art/design individually			X
5	Ability to comprehend the interdisciplinary interaction to describe, to analyze and to interpret an artwork and its design		x	
6	Ability to do research at an academic level and communicate the outcome at an academic level through written and spoken language		x	
7	Ability to communicate own knowledge and opinion in national and international conferences, symposiums, and panels		x	
8	Ability to conduct a national or international art or design activity individually or with a project team			X
9	Ability to use a foreign language to follow developments in art and design field and ability to use informatics technology at an advanced level			X
10	Ability to display leadership to initiate an art or design formation or project			X
11	Awareness of social and cultural responsibilities and ability to take active part in the process of raising public awareness			X

LECTURER	SIGNATURE	DATE
Doç. Dr. Şirin ŞENGEL		22.12.2016