ESOGU VISUAL COMMUNICATION DESIGN DEPARTMENT

COURSE INFORMATION FORM

Course Name	Course Code
Basic Design I	1413xxxxx

Semester	Number of Course Hours per Week		Credit	ECTS
	Theory	Practice		
1	2	2	3	5

Course Category (Credit)				
Basic Sciences	Engineering Sciences	Design	General Education	Social
		3		

Course Language	Course Level	Course Type
Turkish	Undergraduate	Compulsory

Prerequisite(s) if any	-
Objectives of the Course	To provide students with an understanding of design principles (balance, rhythm, emphasis, contrast, harmony, scale, proportion). To increase their creative abilities and artistic expression by developing visual thinking and problem solving skills. To provide students with experience by introducing them to different materials and techniques, and to provide them with critical thinking and evaluation skills. This course prepares students for more complex design challenges in the future by forming the foundation of art and design education and aims to teach them the basic principles of visual communication.
Short Course Content	Basic elements of Art and Design; Definition of point, line, shape, texture, space, void, perspective, structure, shadow and light; two and three-dimensional application studies of the relationships between these elements; Applications that develop vision, perception, abstract thinking and problem solving.

	Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1	Ability to define and apply design elements (point, line, shape, form, color, texture, space) and principles (balance, rhythm, emphasis, proportion, integrity).	1, 3, 4, 5, 6, 7	1, 2, 5, 6, 11	D, J
2	Ability to create two-dimensional and three-dimensional compositions.	1, 3, 5, 6	1, 2, 6, 8, 11	D, J
3	Ability to produce original designs using different materials and techniques.	1, 3, 4, 5, 6, 7	1, 6, 8, 11	D, J
4	Identifies, analyzes and develops creative solutions to visual problems.	1, 3, 4, 5, 6	1, 2, 5, 6, 11	D, J

*Teaching Methods 1:Expression, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Trouble/Problem Solving, 11:Induvidual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation

**Measuring Methods A:Exam, B:Quiz, C:Oral Exam, D:Homework, E:Report, F:Article Examination, G:Presentation, I:Experimental Skill, J:Project Observation, K:Class Attendance; L:Jury Exam

Main Textbook	Uçar, T. Fikret (2004). Görsel İletişim ve Grafik Tasarım. İnkilap Yayınevi Becer, Emre, (2000). İletişim ve Grafik Tasarım. Dost Kitapevi
Supporting References	Öztuna,H. Yakup, (2007). Görsel İletişimde Temel Tasarım, Yorum ve Sanat Yayıncılık Artut, Kazım. Sanat Eğitimi Kuramları ve Yöntemleri, Ankara, Anı Yay. 2001 Atalayer, F. (1993) Temel Sanat Ögeleri, Eskişehir, Çağlarca, S. (1999) Plastik Ögeler, İstanbul, İnkılap Yay., Demir, Abdullah (1993) Temel Plastik Sanatlar Eğitimi, Eskişehir, A.Ö. Fak.Yay. Godstein, Nathan (1990) The Art of Responsive Drawing, New Jersey, 2006
Necessary Course Material	Computer, Projection

Course Schedule	
1	Introduction to Basic Design
2	Basic Design Elements: Line, texture, color, tone, value, form, shape, space
3	Definition of dot and using dot in compositions
4	Definition of line and using line in compositions
5	Making compositions using line and dot
6	Definition of Light and Shadow and using it in compositions
7	Applications using light and shadow
8	Mid-Term Exam
9	Definition of Perspective and its applications
10	Definition of Form and Shape and its applications
11	Definition of Texture, its types and examples
12	Texture applications / using waste materials to create 3D texture surfaces
13	Definition of Space and creating 3D compositions
14	Definition of Structure and its function and usage in basic design
15	3D Structural Designs using basic design elements
16,17	Final Exam

Calculation of Course Workload			
Activities	Number	Time (Hour)	Total Workload (Hour)
Course Time (number of course hours per week)	14	4	56
Classroom Studying Time (review, reinforcing, prestudy,….)	14	2	28
Homework	7	2	14
Quiz Exam			
Studying for Quiz Exam			
Oral exam			
Studying for Oral Exam			
Report (Preparation and presentation time included)			
Project (Preparation and presentation time included)			
Presentation (Preparation time included)			
Mid-Term Exam	1	1	1
Studying for Mid-Term Exam	1	28	28
Final Exam	1	1	1
Studying for Final Exam	1	28	28
		Total workload	156
		Total workload / 30	5,2
		Course ECTS Credit	5

Evaluation	
Activity Type	**%**
Mid-term	40
Quiz	
Homework	
Bir öğe seçin.	
Bir öğe seçin.	
Final Exam	60
Total	100

RELATIONSHIP BETWEEN THE COURSE LEARNING OUTCOMES AND THE PROGRAM OUTCOMES (PO) (5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)		
NO	**PROGRAM OUTCOME**	**Contribution**
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	5
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers	2
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs	5
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems	4
5	The ability to recognize design technique and technology, to comprehend application areas and methods	4
6	The ability to comprehend and apply the design process and production techniques	5
7	The ability to update design knowledge in line with the requirements of the age and technological developments	4
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal	2
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment	1
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems	1

LECTUTER(S)				
Prepared by				
Signature(s)				

Date:17.07.2024