ESOGU VISUAL COMMUNICATION DESIGN DEPARTMENT

COURSE INFORMATION FORM

Course Name	Course Code
Basic Design II	1413xxxxx

Semester	Number of Course Hours per Week		Credit	ECTS
	Theory	Practice		
2	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	Basic Design I
Objectives of the Course	To teach basic design principles and color theory by making two and three-dimensional applications with different materials and techniques. To develop abstract and multi-dimensional thinking and problem-solving skills. It aims to increase creative abilities and artistic expression power by developing visual thinking and problem-solving skills. It prepares students for more complex design challenges in the future by forming the basis of art and design education and teaches them the basic principles of visual communication.
Short Course Content	Basic Design Principles; Balance and Asymmetry; Proportion and Visual Hierarchy, Rhythm and Movement; Emphasis and Contrast; Unity and Variety; Proximity and repetition; Color theory, light and shadow relationship.

	Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1	Learning basic design principles and color theory.	1, 3, 4, 5, 6, 7	1, 2, 5, 6, 11	D, J
2	Developing visual language by using basic design elements and basic design principles in compositions.	1, 3, 5, 6	1, 2, 6, 8, 11	D, J
3	Achieving questioning and analyzing skills.	1, 3, 4, 5, 6, 7	1, 6, 8, 11	D, J
4	Understanding color theory and applying color harmonies.	1, 3, 4, 5, 6	1, 2, 5, 6, 11	D, J
5	Ability to plan, implement and evaluate the design process.	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	Görsel İletişimde Temel Tasarım, Öztuna,H. Yakup, Yorum ve Sanat Yayıncılık, 2007 Sanat Eğitimi Kuramları ve Yöntemleri, Artut Kazım., Ankara, Anı Yay. 2001
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., Gökaydın, Nevide. Tasarım Eğitimi ve Görsel Algı, Sedir Yayınları, Ankara, Özsoy, Vedat (2006), Yöntem ve Teknikleriyle Görsel Sanatlar Eğitiminde Uygulamalar, Görsel Sanatlar Eğitimi Derneği Yayınları-4, Ankara, Konu ile ilgili videolar, görseller, sunumlar, örnek çalışmalar.
Necessary Course Material	Computer, Projection

Course Schedule	
1	Introduction to Basic Design II
2	Color Theory: Creating primary and secondary colors on the color wheel. Demonstrating light and dark colors by applying them within the scale.
3	Psychological effects of color, interactions of colors with each other
4	Color Harmony, complementary and contrasting colors & application studies
5	Studying an object in nature in color
6	Studying to get details from the object study and creating a new composition from this detail.
7	Color composition studies
8	Mid-Term Exam
9	Design Principles; Balance and Asymmetry
10	Design Principles; Proportion and Visual Hierarchy
11	Design Principles; Rhythm and Movement
12	Design Principles; Emphasis and Contrast
13	Design Principles; Unity and Variety
14	Design Principles; Proximity and Repetition
15	General review of topics covered during the term
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