ESOGU Faculty of Art and Design
Industrial Design Department
COURSE INFORMATION FORM

SEMESTER	Fall

COURSE CODE	1411xx	COURSE NAME	Digital Visualization

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Laboratory	Credit	ECTS	Type	Language
3	1	2	0	2	5	COMPULSORY (x) ELECTIVE ( )	Turkish

COURSE CATEGORY				
Basic Education	Design	Natural and Applied Science	Social Science	Art
	X			

ASSESSMENT CRITERIA			
	Evaluation Type	Quantity	%
MID-TERM	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (short exercises during lesson)	2	20
FINAL EXAM		1	40

PREREQUIEITE(S)	none
COURSE DESCRIPTION	In the Digital Visualization course, the students are shown two-dimensional graphic design programs (one pixel based and one vector drawing program). Desktop publishing techniques and basic graphic design knowledge is taught. So that at the end of the course students can design visuals and graphic products using the learnt programs by taking into account basic graphic design principles (e. g. colour harmony, appropriate typography selection and usage, balanced composition).
COURSE OBJECTIVES	The Digital Visualization course aims to enable students to present their own designs by preparing legible, appropriate, consistent and effective visuals and graphic products for both print and digital area.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	At the end of their design process and to get feedback industrial designers always have to share their developed concepts and product ideas with other people. Therefore, they must visualize there designs and combine them with written explanations. In the Digital Visualization course students gain the ability to use two-dimensional graphic design programs to create visuals and graphic products and prepare them for both print and digital area to use them in their professional life.
COURSE OUTCOMES	1. To be able to use pixel based programs. 2. To be able to use vectorel drawing programs. 3. To be able to correct and edit photos and scanned drawings. 4. To know the differences between colour systems and to be able to use them correctly. 5. To be able to add text to graphic design products by considering the

	basic principles of typography. 6. To be able to use graphic design principles to create a balanced composition by combining visuals and texts appropriate to the subject. 7. To prepare for print and digital media technically correct files.
TEXTBOOK	Grafik Tasarım Rehberi Eğitim Kitabı, *Özge Mardi Bayar,* Kodlab Yayınları, 2021 Yaratıcı Tasarımın Temelleri, *Gavin Ambrose, Paul Harris*, Literatür Yayıncılık, 1. Basım, 2013
OTHER REFERENCES	Tipografinin Temelleri, *Gavin Ambrose,* Literatür Yayınları, 2. Basım, 2015 İletişim ve Grafik Tasarım, Emre Becer, Dost Kitabevi, 10. Basım, 2015
TOOLS AND EQUIPMENTS REQUIRED	Desktop or portable computer per student in the computer lab Photoshop and Illustrator program license

WEEKLY COURSE SYLLABUS	
WEEK	**TOPICS**
1	Introduction to course content and execution. Difference between pixel based and vector graphics, introduction to the programs to be learned.
2	Photoshop program interface introduction, technical information about resolution, how to resize and crop pictures, technical information about colour systems and file formats.
3	Selection tools in Photoshop, collage making with layer logic, masking, use of smart object.
4	Type tool in Photoshop, readymade vector shapes, pen tool introduction, create clipping mask command, layer styles.
5	Adjustment layers and filters in Photoshop, how to make various colour and toning corrections and other editings, adding textures.
6	Midterm exam project, feedback.
7	Midterm exam project, feedback.
8	**Midterm Exam**
9	Illustrator program interface introduction, use of artboards, geometrical drawing tools.
10	Stroke ve fill, tools and techniques for transforming and deforming, add-subtract tools and technique, creating objects out of basic shapes, creating colours and harmonic colour schemes program technically and in reference to basic graphic design knownledge.
11	Freeform drawing tools (pen, pencil, brushes), creating drawings using photographs as template with different drawing techniques, creating gradients and patterns.
12	With Illustrator programs perspective grid perspective drawing, creation of an isometric grid and isometric drawing, introduction to Illustrators three dimensional effects and materials.
13	How to get pixel based pictures into Illustrator, transparency and blending modes, use of type tool, technical and basic graphic design knowledge about the use of fonts and typgography.
14	Final exam project, feedback.
15	Final exam project, feedback.
16	**Final Exam**

NO	**PROGRAM OUTCOMES**	**Contribution Level**		
		3	**2**	**1**
1	Within cultural, historical and artistic context the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice;			x
2	The ability to plan the design process, to choose and use appropriate methods and techniques;		x	
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach;			x
4	The ability to design in terms of spatial thinking using design principles and elements;		x	
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications;		x	
6	The ability to visualize and present using two and three dimensional design tools;	x		
7	The ability to follow and apply technological developments, current design approaches, sustainable production methods, materials and innovations in the field of informatics in design projects;			x
8	The ability to use field knowledge in industrial design projects by considering the needs and interests of the society and target users within the scope of environmental awareness, professional ethics and the laws;			x
9	The ability to carry out the design process effectively individually or in a team;		x	

10	The ability to take up an active role in works at national or international level, disciplinary or interdisciplinary			x
1: None. 2: Partial contribution. 3: Complete contribution.				

Instructor(s): Öğr. Gör. Stefanie Aydın

Signature: **Date:**