ESOGU INDUSTRIAL DESIGN DEPARTMENT

COURSE INFORMATION FORM

Course Name	Course Code
DİGİTAL VISUALIZATION	141113004

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

Course Category (Credit)				
Basic Sciences	Engineering Sciences	Design	General Education	Social
	2	3		

Course Language	Course Level	Course Type
Turkish	Undergraduate	Compulsory

Prerequisite(s) if any	None
Objectives of the Course	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
Short Course Content	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).

	Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1	To be able to use pixel based programs	2, 6	1, 6	D
2	To be able to use vectorel drawing programs.	2, 6	1, 6	D
3	To be able to correct and edit photos and scanned drawings.	2, 6	1, 6	D
4	To know the differences between colour systems and to be able to use them correctly.	2, 6	1, 6	D
5	To be able to add text to graphic design products by considering the basic principles of typography.	2, 4, 5, 6	1, 6	D
6	To be able to use graphic design principles to create a balanced composition by combining visuals and texts appropriate to the subject.	2, 4, 5, 6	1, 2, 6	D
7	To prepare for print and digital media technically correct files.	2, 6	1, 6	D
8				

*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	Grafik Tasarım Rehberi Eğitim Kitabı, Özge Mardi Bayar, Kodlab Yayınları, 2021 Yaratıcı Tasarımın Temelleri, Gavin Ambrose, Paul Harris, Literatür Yayıncılık, 1. Basım, 2013
Supporting References	Tipografinin Temelleri, Gavin Ambrose, Literatür Yayınları, 2. Basım, 2015 İletişim ve Grafik Tasarım, Emre Becer, Dost Kitabevi, 10. Basım, 2015
Necessary Course Material	Desktop or portable computer per student in the computer lab Photoshop and Illustrator program license

Course Schedule	
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	Mid-Term 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.
16,17	Final Exam

Calculation of Course Workload			
Activities	**Number**	**Time (Hour)**	**Total Workload (Hour)**
Course Time (number of course hours per week)	14	3	42
Classroom Studying Time (review, reinforcing, prestudy,….)	14	2	28
Homework	2	15	30
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)			
Participation			
Mid-Term Exam (Homework Submission)	1	1	1
Studying for Mid-Term Exam (Homework)	1	20	20
Final Exam (Homework Submission)	1	1	1

Studying for Final Exam (Homework)		1	30	30
		Total workload		**152**
		Total workload / 30		**5,06**
		Course ECTS Credit		**5**

Evaluation	
Activity Type	**%**
Mid-term (Project)	40
Homework	20
Bir öğe seçin.	
Bir öğe seçin.	
Final Exam (Project)	40
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	Within cultural, historical and artistic contexts the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice	
2	The ability to plan the design process, to choose and use appropriate methods and techniques	2
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach	
4	The ability to design in terms of spatial thinking using design principles and elements	4
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications	4
6	The ability to visualize and present using two and three dimensional design tools	5
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	
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	
9	The ability to carry out the design process effectively individually or in a team	
10	The ability to take an active role in discipline-specific or interdisciplinary studies at the national and international levels;	

LECTUTER(S)				
Prepared by	Lect. Keiko ALTIN OYABU			
Signature(s)				

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