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

SEMESTER	FALL

COURSE CODE	1411xxx	COURSE NAME	Introduction to Industrial Design

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Laboratory	Credit	ECTS	Type	Language
1	2	0	0	2	3	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 (……)		
FINAL EXAM		1	60

PREREQUIEITE(S)	-
COURSE DESCRIPTION	Definitions and scopes of design and industrial design Design areas and program introduction Design grammar as design theory Design practice
COURSE OBJECTIVES	To increase the level of awareness and readiness for industrial design in the design focus by making a general mapping of design and industrial design, To gain knowledge and understanding of design theory and processes
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	In this introductory course, basic information about the design field and profession will be shared and awareness of the profession will be increased.
COURSE OUTCOMES	Being able to define the field of industrial design in the world and in Turkey, Being able to express the designer's duties, responsibilities, Being able to draw a framework for the content of the design act, Being able to define the design processes.
TEXTBOOK	Gerhard Heufler, Michael Lanz, Mertin Prettenthaler , (2020). Design Basics: From Ideas to Products. Bernhard Bürdek, (2005). History, Theory and Practice of Product Design John Heskett, (2017). Tasarım.
OTHER REFERENCES	-
TOOLS AND EQUIPMENTS REQUIRED	

WEEKLY COURSE SYLLABUS	
WEEK	**TOPICS**
1	Introduction, syllabus presentation
2	Design definition and design areas
3	Industrial design definition and scope (Interface, User experience, interaction, service)
4	Various design approaches (Industry driven/Anthropocentric/Ecocentric)
5	Local and international industrial design professional organizations (Guest)
6	Design positioning and expectations from the designer (Guest)
7	ESOGÜ ENTAS program positioning and program presentation
8	MID-TERM EXAMS
9	Design Grammar: Functions (Practical functions)
10	Aesthetic functions
11	Symbolic functions
12	Design terminology and tools (Sketch, storyboard, moodboard, critique, layout etc.)
13	Design forms and principles (Redesign, styling/ Additive, sculptural, organic)
14	Design process I
15	Design process II
16	FINAL EXAMS

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 an active role in discipline-specific or interdisciplinary studies at the national and international levels.			X
1: None. 2: Partial contribution. 3: Complete contribution.				

Instructor(s): Asst. Prof. Dr. Hatice S. KESDİ

Signature: **Date:**