



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

<b>SEMESTER</b>	Fall
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<b>COURSE CODE</b>	1411xx	<b>COURSE NAME</b>	Basic Design I
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Laboratory	Credit	ECTS	Type	Language
1	3	5	0	6	10	COMPULSORY ( x ) ELECTIVE ( )	Turkish

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

ASSESSMENT CRITERIA			
•MID-TERM	Evaluation Type	Quantity	%
	1st Mid-Term	1	20
	2nd Mid-Term		
	Quiz		
	Homework	2	30
	Project		
	Report		
	Others (Course Participation)	1	20
<b>FINAL EXAM</b>		1	30

<b>PREREQUIEITE(S)</b>	None.
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<b>COURSE DESCRIPTION</b>	With the aim to lay a foundation for the industrial design studio in this course the students will learn in a practical way basic design principles (unity, emphasis, proportion and scale, balance, repetition, hierarchy) and basic design elements (point, line, shape, form, space, area, texture, colour, value). Using these principles and elements, students will create compositions for various design purposes and will according to these basic principles interpret and analyse compositions in which users/viewers communicate with different means of perception.
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<b>COURSE OBJECTIVES</b>	<p>The aim of this course is;</p> <ul style="list-style-type: none"> <li>• To teach the basic principles of design.</li> <li>• To gain literacy on design in the light of basic principles.</li> <li>• To introduce the basic elements and materials that can be used while designing.</li> <li>• To support and reproduce theoretical knowledge with a learning-by-doing approach.</li> <li>• Developing manual dexterity with in-class practical work and homework.</li> <li>• To ensure the development of creative solutions within the framework drawn with constraints.</li> </ul>
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<b>ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION</b>	In this course, students acquire the basic knowledge and skills necessary to design industrial products.
<b>COURSE OUTCOMES</b>	<p>The student who successfully complete this course;</p> <ul style="list-style-type: none"> <li>• Learns the basic principles and elements of industrial design practically.</li> <li>• Can analyze existing industrial products in the light of basic principles and elements.</li> <li>• Can design using basic principles and elements.</li> <li>• Can make time planning by comprehending the design process.</li> <li>• Can design layouts using basic principles and elements.</li> <li>• Develops manual dexterity for drawing and model applications.</li> </ul>
<b>TEXTBOOK</b>	<ul style="list-style-type: none"> <li>• Lauer, David A., and Stephen Pentak. 2005. Design Basics. Wadsworth.</li> </ul>
<b>OTHER REFERENCES</b>	<ul style="list-style-type: none"> <li>• Prof. Dr. Yahşi Yazıcıoğlu. 2017. Temel Tasarım. İdeal Kültür Yayıncılık.</li> <li>• Ali Seylan. 2021. Temel Tasarım. Yem Yayın.</li> <li>• Paul Jackson. 2018. How To Make Repeat Patterns: A Guide for Designers, Architects and Artists. Laurence King Publishing.</li> </ul>
<b>TOOLS AND EQUIPMENTS REQUIRED</b>	Various stationery

## WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Getting to know and introducing the materials needed for the course Design principles and elements (Unity)
2	Design principles and elements (Emphasis)
3	Design principles and elements (Scale and Proportion)
4	Design principles and elements (Balance)
5	Design principles and elements (Repetition)
6	Design principles and elements (Hierarchy)
7	Project 1
8	<b>Midterm Exam</b>
9	Design principles and elements (Colour and Value)
10	Design principles and elements (Texture)
11	Design principles and elements (Volume and Space)
12	Design principles and elements (Motion)
13	Project 2
14	Project 2
15	Project 2
16	<b>Final Exam</b>

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	Within cultural, historical and artistic contexts 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):** Öğr. Gör. Stefanie Aydın

**Signature:**

**Date:**