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| **Semester** | Spring |

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| **Course Code** |  | **Course Name** | Experimental Typeface Design |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 2 | 3 | | 0 |  | | | 3 | 7.5 | | Compulsory ( ) Elective ( x ) | Turkish |
| **Category** | | | | | | | | | | | |
| **Basic Education** | | **Art** | | | | **Design** | | | | **Visual Communication** | **Social Sciences** |
|  | | 2 | | | | 2 | | | | 3,5 |  |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 50 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Others (………) | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 50 |
| **Prerequisites** | | | | |  | | | | | | |
| **Description** | | | | | Experimental Typeface Design course approaches typography not merely as a textual tool but from an experimental perspective, reflecting the multidisciplinary nature of visual communication design. In this course, students push the boundaries of typography by developing projects that integrate visual perception, form, composition, color, material, and technology. By blending digital and analog methods, incorporating multimedia, and drawing inspiration from various disciplines, the course fosters students' creative thinking and encourages them to explore new forms of expression within the design world. | | | | | | |
| **Objectives** | | | | | The aim of this course is to equip students with the ability to develop experimental and innovative approaches to typography through a multidisciplinary perspective in visual communication design. By creating experimental projects using various media and techniques, students challenge the boundaries of the design discipline and strengthen their creative thinking skills. The Experimental Typeface design course also fosters competencies in critical thinking, problem-solving, and the development of innovative design solutions through individual and group work. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | This course develops the creative problem-solving skills of aspiring designers and helps them adapt to the demands of the rapidly changing digital age. The experimental methods and interdisciplinary approaches used in design enable students to generate innovative solutions for the diverse projects they will encounter in their professional careers. | | | | | | |
| **Outcomes** | | | | | * Can develop creative projects by utilizing experimental methods and innovative techniques in the design process. * Can create design projects inspired by various disciplines and work with multidisciplinary approaches. * Enhances critical thinking skills and can evaluate design processes from a critical perspective. * Can produce multimedia projects by integrating digital and analog techniques. * Can conduct individual and group work in design while demonstrating effective communication skills. | | | | | | |
| **Textbook** | | | | | *Lupton, Ellen. Design is Storytelling. Cooper Hewitt, Smithsonian Design Museum, 2017.**Elwes, Catherine. Installation and the Moving Image. Columbia University Press, 2015.**Seemann, Uwe & Jacobi, Stefan. Experiments in Motion Graphics. Thames & Hudson, 2014.Michalko, Michael.**Thinkertoys: A Handbook of Creative-Thinking Techniques. Ten Speed Press, 2006.* | | | | | | |
| **References** | | | | | Tharp, Twyla. *The Creative Habit: Learn It and Use It for Life.* Simon & Schuster, 2003.Elwes, Catherine. *Installation and the Moving Image.* Columbia University Press, 2015. | | | | | | |
| **Requirements** | | | | | Portable computers and projectors for use in presentations. | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Introduction to the course and the definition of Experimental Typeface Design |
| 2 | Historical development of Experimental Typography and pioneering examples |
| 3 | Creative thinking processes |
| 4 | Interdisciplinary approaches and the use of multiple media |
| 5 | Design research and process management |
| 6 | Evaluation of research findings and their integration into the project |
| 7 | Development of design ideas, initial sketches, and prototype creation |
| 8 | Prototype presentations and feedback |
| 9 | Advanced experimental techniques and applications |
| 10 | Use of new media and technologies in design |
| 11 | Studies on experimental typography and visual language |
| 12 | Project development process and evaluations |
| 13 | Project adjustments and completion phase |
| 14 | Final adjustments based on critique and feedback |
| 15,16 | Project presentations and individual assessments |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Advanced design thinking and creative problem-solving skills. |  |  | **x** |
| 2 | In-depth understanding of the theoretical foundations of visual communication design, gaining knowledge of various design disciplines. |  |  | **x** |
| 3 | Ability to effectively use advanced software and digital tools to participate in professional projects. | **x** |  |  |
| 4 | Skills to evaluate design projects from a critical perspective and provide professional feedback. |  | **x** |  |
| 5 | Ability to develop an independent design project using research and application methods. |  | **x** |  |
| 6 | Skills to create user-centered designs by blending aesthetics and functionality. |  |  | **x** |
| 7 | Ability to integrate knowledge from different fields into their designs with an interdisciplinary approach. |  |  | **x** |
| 8 | Skills to strategically manage design processes to achieve project goals. |  |  | **x** |
| 9 | Ability to consider sustainability and accessibility principles in their designs with a sense of ethical and social responsibility. |  |  | **x** |
| 10 | Skills to produce solutions for diverse target audiences by gaining the ability to design within global and local cultural contexts. |  |  | **x** |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Assoc. Prof. Bilge Kınam

Instructor 2/10/2024

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