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| **Semester** | Fall |

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| **Course Code** |  | **Course Name** | Environmental-Focused Design Project |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | | **Language** |
|  | 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** | | | | | The environmental-focused design project examines the relationship between sustainability and design through the fundamental concepts of sustainable design. It encompasses topics such as eco-design, green design, the triple bottom line, renewable energy, recycling and upcycling in design and art, eco-labeling, greenwashing, and social responsibility in ethical design. | | | | | | | |
| **Objectives** | | | | | To understand the fundamental principles of sustainable design and develop projects accordingly; to raise awareness on environmental, social, and economic sustainability issues. Within the context of the topics outlined in the course content, students are expected to produce awareness-raising projects and disseminate them in public spaces or through non-governmental organizations. | | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | The environmental-focused design project course equips students with the ability to develop environmentally conscious and long-term solutions. This course enables students to create projects while considering ecological, economic, and social sustainability criteria throughout the design process. As a result, they can demonstrate a responsible and innovative approach by designing sustainable products and services in their professional careers. Additionally, their potential to make a difference in the industry is enhanced by skills such as efficient resource use and sustainable material selection. | | | | | | | |
| **Outcomes** | | | | | * To gain the competence to define and apply sustainable design principles. * To critically evaluate the concepts of eco-labeling and greenwashing. * To develop social responsibility projects and integrate them into design processes. * To understand and apply ethical design principles. * To be knowledgeable about the selection and use of sustainable materials. * To gain competence in the context of recycling and upcycling in design. | | | | | | | |
| **Textbook** | | | | | Schwarz, Michael & Elffers, J. Sustainism in the New Modernism.Dougherty, Brian. Green Graphic Design.Jedlicka, Wendy. Sustainable Graphic Design. | | | | | | | |
| **References** | | | | | Jedlicka, Wendy. *Packaging Sustainability.*Shea, Andrew. *Design for Social Change.*Sherin, Aaris. *Sustainable Thinking.* | | | | | | | |
| **Requirements** | | | | | Portable computers and projectors for use in presentations. | | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Introduction to the Course and Expectations |
| 2 | Fundamentals of Sustainable Design The Concept of Sustainability and Its Impact on Design |
| 3 | Eco and Green Graphic Design Principles of Eco-Design and Environmentally Friendly Graphic Design Practices |
| 4 | The Concept of Eco-Labeling, Case Studies, and Advantages |
| 5 | The Concept of Greenwashing and Examination of Design Examples |
| 6 | Development of Project Proposals and Brainstorming |
| 7 | Analysis and Review of Project Proposals |
| 8 | Presentation of Individual or Group Projects by Students |
| 9 | Design for Recycling and Upcycling Types of Sustainable Materials and Selection Criteria |
| 10 | The Concept of the Triple Bottom Line and Its Relationship to Sustainable Design |
| 11 | Social Responsibility in Design and Examination of Design Examples |
| 12 | Prototyping from Students' Design Ideas within the Context of Topics |
| 13 | A Sustainability Perspective in User-Centered Design |
| 14 | Adjustments to the Project and Finalization Phase |
| 15,16 | Evaluation and Discussion of Student Projects |

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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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