Course Syllabus

Code - Course Title	**GRA259 - Graphic Design I**
Course Type	III. SEMESTER
Laboratory + Practice	2+2
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Art Workshops
Course Instructor(s)	PROF. DR. SUZAN DUYGU ERİŞTİ

Mode of Delivery	This course is conducted in the form of face-to-face training.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There are no lessons related with the suggested lesson.
Recommended Resources	Asa Berger, A., Cultural Criticism, Istanbul: Pinhan Publishing, Barnard M., Art, Design and Visual Culture, Ankara: UtopiaBarthes, R., Semiotic Adventure, Istanbul: Yapi Kredi Baudrillard, J., Consumption Society, Istanbul: Ayrıntı Publications Bauman , Z., Sociological Thinking, Istanbul: Ayrıntı Publications Bauman, Z., Law Keepers and Commentators, On Modernity, Postmodernity and Intellectual, Istanbul: Metis Publications Becer, E., Modern Art and New Typography, Ankara: Dost Publications Bektaş, D ., Development of Contemporary Graphic Design, Istanbul: Yapı Kredi Publications, Berger, J., Ways of Seeing, Istanbul: Metis Publications
Work Placement	This is not appropriate for the course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Graphic Design Process, Visual Message Structuring and Graphic Design, Stylization	
Week - 2		Minimalism in Stylization	
Week - 3		The Importance of Minimalism and Conceptual Design in Stylization	
Week - 4		Conceptual Design Types	
Week - 5		Concrete and Abstract Expression in Conceptual Design	
Week - 6		Associative and Illustrative Expression in Conceptual Design	
Week - 7		midterm exam	
Week - 8		Criteria for Visual Message Design: Clarity, Simplicity, Simplicity, Focus area	
Week - 9		Visual Message Design Elements: Composition, Layout, Color, Typography, Space, Texture, Direction	
Week - 10		Message Design Principles: Balance, Proportion	
Week - 11		Message Design Principles: Integrity and Emphasis	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12		Conceptual Production Process	
Week - 13		Conceptual Idea Analysis and Evaluation.	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Will be able to explain the basic concepts of graphic design process.
2	Explain the importance of minimalism and conceptual basis in stylization
3	Learns the concepts of clarity, simplicity, simplicity and focus area, which are the criteria for visual message design.
4	He/she learns about design principles and elements and evaluates their learning.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**