Course Syllabus

Code - Course Title	**GRA105 - Introduction to Visual Communication**
Course Type	I. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. BENGİSU KELEŞOĞLU

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Uçar, T. F. (2019) Görsel İletişim ve Grafik Tasarım, İnkılap KitabeviHarris, P., Ambrose G. (2012) Görsel Tipografi Sözlüğü, Literatür YayıncılıkWillams, R. (1990) The Mac is Not a Typewriter: A Style Manual for Creating Professional-level Type on Your Macintosh. Peachpit PressCraig, J., Scala I.K., Bevington W. (2006) Designing with Type: The Essential Guide to Typography. Watson-Guptill PublicationsBerryman, G. (1990) Notes On Graphic Design and Visual Communication. Crisp Publications.Bringhurst, R. (2004) The Elements of Typographic Style. Hartley & Marks, Publishers.Carter, R., Day, B., Meggs, P. (2007) Typographic Design: Form and Communication. WileyMeggs, P. (1992) Type and Image. John Wiley & Sons, Inc
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Meeting and explanations about the course	
Week - 2		Brainstorming about Visual Communication, History, Function, Usefulness and Features. What is sign? What is symbol? History of Visual Communication and Writing	
Week - 3		Introduction to Numbers and Their Origin. Are they signs or symbols? Relations with Geographical Location and symbols. Introduction to body language	
Week - 4		Introduction to Mac Is Not A Typewritter	
Week - 5		Mac is Not a Typewritter	
Week - 6		History of Sign and Symbols and Review	
Week - 7		History of Sign and Symbols and Review	
Week - 8		Parts of Characters	
Week - 9		Hearing the Type	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Type Classifications	
Week - 11		Principles of Basic Design	
Week - 12		Principles of Basic Design	
Week - 13		Religious Holiday	
Week - 14		Group Discussion About the Concept Charts	

Learning Outcomes

#	Learning Outcome
1	comprehend the main target of graphic design and the importance of visual communication.
2	learns about the main principles of graphic design.
3	learns basic typographic rules.

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 (%)
Final Exam	1	50
Homework	1	50
	Sum (%)	**100**