Course Syllabus

Code - Course Title	**GRA303 - Graphic Design II**
Course Type	V. SEMESTER
Laboratory + Practice	4+4
ECTS	**9.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇENT DİLEK ERDOĞAN AYDIN

Mode of Delivery	The mode of delivery of this course is Face to face
Place of Delivery	On Campus
Used Educational Platforms	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	Ellen Lupton — Thinking with Type Ellen Lupton & Jennifer Cole Phillips — Graphic Design: The New Basics Josef Müller-Brockmann — Grid Systems in Graphic Design Alina Wheeler — Designing Brand Identity Philip B. Meggs & Alston W. Purvis — Meggs' History of Graphic Design Paul Rand — Thoughts on Design Bruno Munari — Design as Art Donis A. Dondis — A Primer of Visual Literacy Adrian Frutiger — Signs and Symbols: Their Design and Meaning Robert Bringhurst — The Elements of Typographic Style Wucius Wong — Principles of Form and Design Otl Aicher — The World as Design Edward R. Tufte — Envisioning Information Michael Bierut — How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World Jens Müller & R. Roger Remington — Logo Modernism Emre Becer — İletişim ve Grafik Tasarım Tevfik Fikret Uçar — Görsel İletişim ve Grafik Tasarım
Work Placement	N/A
Aims of the Course	The aim of the course is to enable students to develop creative and original ideas and to transform these ideas into a coherent visual language and design character consistent with the design worlds they create. Students are expected to move beyond isolated design solutions, establish coherence among interrelated design components within the systems they develop, and create a consistent visual language and order, particularly in design elements such as pictograms that require a serial production logic.The course aims to address corporate identity, logo, typography, color, grid, pictogram, and poster design within a shared theme and visual system. Students are expected to sustain the identities they create across different media, adapt the same visual language to various applications, and develop a strong brand and identity world.The course also aims to strengthen students' skills in conceptual thinking, creative problem solving, managing the design process, and developing different design components within a holistic structure. The ability to document and present their work effectively, as well as to communicate design decisions verbally and visually, is also among the fundamental objectives of the course.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1** **LO-7**	Introduction to the course scope, study methods, assessment criteria, and term project. Identification of research areas related to the project topic.	Lecture, Observation, Question & Answer, Discussion, Research and Inquiry, Document/Text/Data Analysis
Week - 2	**LO-2** **LO-7**	Investigating the design problem, examining similar examples, and evaluating the research findings.	Observation, Interview, Research and Inquiry
Week - 3	**LO-2** **LO-7**	Developing the project concept, identifying the target audience, and discussing the relationships between the concept, message, and visual communication.	Lecture, Observation, Question & Answer, Research and Inquiry
Week - 4	**LO-2** **LO-6** **LO-7**	Development of the design concept and visual direction. Evaluation of mood boards, visual references, and initial design sketches.	Problem Solving, Brain Storming, Proje Design/Management, Interview, Practice/Practical Work/Workshop
Week - 5	**LO-1** **LO-2** **LO-3** **LO-7**	Sketchwork for the logo and core visual identity. Development of form, typography, color, and visual character.	Problem Solving, Proje Design/Management, Interview, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 6	**LO-3** **LO-6** **LO-7**	Development of a logo and visual identity system. Evaluation of alternatives and formulation of key design decisions.	Brain Storming, Proje Design/Management, Interview, Concept Mapping, Practice/Practical Work/Workshop
Week - 7	**LO-3** **LO-6**	Development of the relationships between the grid, typography, color, auxiliary graphic elements, and visual hierarchy within the visual identity system.	Proje Design/Management, Interview, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 8	**LO-3** **LO-4** **LO-6**	Developing formal consistency, a grid structure, and a common visual language in pictograms and similar series of design elements.	Discussion, Proje Design/Management, Interview, Demonstration and Practice, Practice/Practical Work/Workshop

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 9	LO-3 LO-4 LO-5	Implementation of the visual identity and pictogram system in physical and digital applications. Evaluation of identity consistency across different media.	Proje Design/Management, Interview, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 10	LO-4 LO-5 LO-6	The combined use of grids, typography, images, pictograms, and visual hierarchy in information and communication interfaces.	Proje Design/Management, Interview, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 11	LO-2 LO-3 LO-5 LO-7	Developing project-specific graphic design applications and evaluating the visual and conceptual coherence among different design elements.	Observation, Proje Design/Management, Interview, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 12	LO-2 LO-3 LO-6	Development of poster and promotional designs. Conveying the project’s core concept through visual communication tools.	Interview, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 13	LO-1 LO-3 LO-5 LO-7	Evaluating the project as a whole, improving consistency across implementations, and making final adjustments to ensure compliance with graphic production requirements.	Proje Design/Management, Interview, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 14	LO-7 LO-8	Reporting on the project process and results, preparing presentation designs, and communicating design decisions both verbally and visually.	Proje Design/Management, Demonstration, Practice/Practical Work/Workshop

Learning Outcomes

#	Learning Outcome
1	LO-1 To integrate and apply previously acquired graphic design knowledge and skills within a comprehensive graphic design project.
2	LO-2 To develop creative and original design ideas by establishing relationships among concept, message, and visual language within a given theme or design problem.
3	LO-3 To integrate graphic design elements such as logo, typography, color, grid, pictograms, and posters within a coherent visual identity and design system.
4	LO-4 To establish formal consistency, visual language, and system coherence in pictograms and other graphic elements based on serial design principles.
5	LO-5 To adapt a visual identity across different physical and digital media while maintaining design consistency.

Learning Outcomes

#	Learning Outcome
6	LO-6 To organize information and design elements through grid systems, typography, color, imagery, and visual hierarchy.
7	LO-7 To manage the design process from sketching and concept development to final production and to prepare work in accordance with graphic production methods.
8	LO-8 To effectively document and present the design process and outcomes, and to communicate design decisions verbally and visually.

Sustainable Development Goals

✓ Quality Education ✓ Industry, Innovation and Infrastructure ✓ Responsible Production and Consumption

Course Theme

✓ Media, Design and Creative Arts ✓ Innovation Skills

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

✓ Project ✓ Homework

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