Course Syllabus

Code - Course Title	**GRA459 - Production Techniques for Graphic Design**
Course Type	VII. SEMESTER
Laboratory + Practice	1+1
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROFESÖR YAŞAR USLU

Mode of Delivery	This course is conducted exclusively via face-to-face instruction.
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no Prerequisites and co-requisites
Courses Recomended	Recommended optional programme component is BİL458 Desktop Publishing
Recommended Resources	Visual Communication and Graphic Design - Tevfik Fikret Uçarİnkılap Publishing
Work Placement	Offset Printing practice is recommended. But it is not mandatory.
Aims of the Course	The objective of this course is to convey traditional and modern graphic production techniques to students while providing them with the skills to optimize these processes using artificial intelligence (AI) and innovative digital technologies.Within the scope of the course, students:• Learn to prepare design ideas for production across print, digital media, and interactive platforms.• Experience how artificial intelligence tools (generative AI, automation, and digital layout optimization) can be used as effective tools for innovation during the production stages of the creative arts and media industry.• Develop a vision for implementing eco-friendly and responsible production methods in production processes—from material selection to energy efficiency—by adopting the principles of sustainable development.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		History of Printing, Printing in Turkey	
Week - 2		Printing Types; relief printing	
Week - 3		Letterpress printing, Flexo printing	
Week - 4		Offset printing, Web offset	
Week - 5		Offset printing, Web offset	
Week - 6		Rotogravure	
Week - 7		Rotogravure	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 8		Silk Screen printing	
Week - 9		Silk Screen printing	
Week - 10		Pre-printing process	
Week - 11		Forming Signature page layouts, color separation, etc.	
Week - 12		Forming Signature page layouts, color separation, etc.	
Week - 13		Post-printing process.	
Week - 14		Post-printing process.	

Learning Outcomes

#	Learning Outcome
1	Saves and directs desired file into PDF.
2	Pre-prepares a document for offset print.
3	Prepares a design suitable for silk screen printing.

Sustainable Development Goals

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

Course Theme

✓ Media, Design and Creative Arts ✓ Artificial Intelligence ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	1.00	14	14
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	1.00	14	14
Ödevler	4.00	2	8
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	11.00	1	11
Final Sınavı Hazırlığı (sınav süresi dahil)	14.00	1	14
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	1.00	14	14
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**3.0**

Assessment Method and Passing Requirements

✓ Multiple Choice Test ✓ Concept Maps ✓ Presentation

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