Course Syllabus

Code - Course Title	**GRA131 - Basics of Graphic Design**
Course Type	I. SEMESTER
Laboratory + Practice	2+2
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. SİBEL ONURSOY

Mode of Delivery	Face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite for this course. It is compatible with BYN 209 Page Design Programs Course and BİL 150 Basic Information Technology course.
Courses Recomended	This course is an introduction to graphic software that forms the basis of the graphic design process. It forms the basis for digital publishing. Students interested in this field are recommended to take Photoshop Applications, Digital Publication design, Web design and Visual Literacy courses after completing this course.
Recommended Resources	Educational videos about Adobe Illustrator and Adobe Indesign programs
Work Placement	-
Aims of the Course	Introduction to design software used in the graphic design process: Adobe Illustrator and Adobe InDesign. Introduction to Adobe Illustrator; its features, creating new documents, vectors and pixels, artboard controls, selection tools, use of the tools menu, drawing simple geometric shapes, use of pathfinders, simple logo design, and the use of rulers and guides. Use of the pen tool, type tool and character settings, creating paragraphs, converting text, use of text wrap, use of paths (offset), color blending, and rotation tools. Converting images to vector format. Drawing symbols. Effects. Saving documents; exporting in JPG, PNG, SVG, and PDF formats. Creating organizational patterns. Cutting and erasing tools. Creating mockups in Illustrator. Simple drawing techniques over photographs, drawing vector objects. Social media design; designing Instagram posts. Introduction to Adobe InDesign; its features, creating new documents, use of text and image frames, toolboxes, use of text wrap, use of pathfinder, magazine and newspaper page design; publication preparation stages and applications.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Getting acquainted, introducing the course and getting expectations, features of Adobe Illustrator vector software: acquaintance with the software, recording formats and features, editing for purposes of use.	Lecture, Question & Answer, Problem Solving, Brain Storming, Practice/Practical Work/Workshop

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 2		Using the workspace, creating a new document, tools menu; use of selection tools, vector and pixel, area (artboard) controls, use of the tools menu.	Lecture, Proje Design/Management, Practice/Practical Work/Workshop
Week - 3		Drawings of simple geometric shapes; Using pathfinders, shape builder tool.	Lecture, Observation, Brain Storming, Proje Design/Management, Practice/Practical Work/Workshop
Week - 4		Logo drawing; rulers and guides, pen tool use.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 5		Writing practices; Type tool and character settings, paragraph creation, text conversion, circular writing, text wrap usage.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 6		Color mixtures, reflect tool, rotation tools, logo drawing, converting an image to vector, simple drawing technique from a photo. Symbol drawing, effects, Save document, export in JPG, PNG, SVG, PDF formats.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 7		MIDTERM	
Week - 8		Introduction to Adobe Indesign; features of the desktop publishing design program (multi-page support, brochures, posters, promotional materials, iPad, web, business card design-specific features, Photoshop and Indesign compatibility, etc.), use of tools, creating new documents.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 9		Tools panel in the Indesign design program, opening documents, managing windows and panels, screen modes. Control panel features; frame sizing, positioning, tilt rotation, text options, table cells, and using context menus.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 10		Creating documents; working with templates, page duplication and numbering, working with partitioning grids, rulers and units of measurement.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop

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Week - 11		Content designs; text editing; placing framed text, wrapping text, editing, aligning, coloring, placing framed images, creating and using paragraph styles.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 12		Removing and using the background in photographs, processing photographs with Adobe Photoshop and using them in Indesign. Adjusting the image quality; Image quality resolution adjustments with Photoshop.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 13		Working with transparency; effects panel, adjust text transparency, apply multiple effects to objects. Using Pathfinder. Magazine page and newspaper page design applications.	Lecture, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 14		Course evaluation and closing.	

Learning Outcomes

#	Learning Outcome
1	Explain the basic features of Adobe Illustrator and Indesign design programs.
2	Apply basic knowledge of Adobe Illustrator and Indesign program usage
3	Can implement the logo and page design process in a digital environment on a given subject.
4	Can implement the graphic design and design process for content and supporting products intended for print and digital publishing.

Sustainable Development Goals

✓ Responsible Production and Consumption

Course Theme

✓ Communication Technologies and the IoT ✓ Media, Design and Creative Arts ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	14.00	2	28
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	4.00	2	8
Ödevler	6.00	4	24
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	8.00	2	16
Final Sınavı Hazırlığı (sınav süresi dahil)	8.00	2	16

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	8.00	4	32
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**5.0**

Assessment Method and Passing Requirements

✓ Homework

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

Community Service Activity

External stakeholders collaborated with in community service activities within the course:
✓ No collaboration with external stakeholders.

Target audience of the community service activities carried out within the course:
✓ Youth ✓ Students

Type of community contribution arising from the course:
✓ Awareness raising ✓ Education and knowledge sharing ✓ Skills development / capacity building ✓ Technological / digital solution ✓ Cultural / artistic contribution ✓ Research and knowledge production