Course Syllabus

Code - Course Title	**GRA109 - Introduction to Visual Communication**
Course Type	I. SEMESTER
Laboratory + Practice	2+0
ECTS	**2.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. TAMER DERİCAN

Mode of Delivery	This course is conducted exclusively through face-to-face instruction.
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There are no prerequisites or corequisites for this course.
Courses Recomended	No recommended courses.
Recommended Resources	*Emre BECER (2000) Introduction to Visual Communication. Dost Kitabevi.
Work Placement	None
Aims of the Course	The primary objective of the Introduction to Visual Communication course is to provide students with the ability to classify and analyze information by defining the basic concepts, icons, symbols, and signs pertaining to the field of visual communication design. The course aims to enable students to identify and solve artistic and design problems and to effectively convey their ideas through visual language.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concepts in graphic design.	
Week - 2		What's communication? The categories of communication.	
Week - 3		The reasons of communication.	
Week - 4		Graphic design and communication.	
Week - 5		What's designing? The process of design.	
Week - 6		What's designing? The process of desing	
Week - 7		Visualizing of design.	
Week - 8		System of graphic design technology. (Announcing the assignment)	
Week - 9		Graphic design and the process of production.	
Week - 10		Improving visual perception.	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 11		Application areas of graphic design.	
Week - 12		Application areas of graphic design.	
Week - 13		Application areas of graphic design.	
Week - 14		Work principles of advertising agency.	

Learning Outcomes

#	Learning Outcome
1	1. Explain the basic characteristics of graphic design and communication.
2	2. Explain the processes of visualization and production of design.
3	3. Explain the application areas of graphic design.

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	0.00	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	4.00	4	16
Ödevler	5.00	5	25
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	2.00	2	4
Final Sınavı Hazırlığı (sınav süresi dahil)	2.00	2	4
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	4.00	4	16
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**2.5**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Project ✓ Homework