Course Syllabus

Code - Course Title	**GRA313 - Graphics Designe II**
Course Type	V. SEMESTER
Laboratory + Practice	6+2
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROFESÖR NİLGÜN SALUR

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	Lupton, E., & Phillips, J. C. (2015). Graphic Design: The New Basics (2nd ed.). New York: Princeton Architectural Press.Grafik tasarımın temel ilkelerini (kompozisyon, tipografi, renk, grid) çağdaş örneklerle açıklayan; kampanya bütünlüğü ve mecralar arası tutarlılık konularında temel bir referans.Samara, T. (2014). Design Elements: A Graphic Style Manual (2nd ed.). Beverly: Rockport Publishers.Tasarımın temel unsurlarını (form, renk, tipografi, görsel hiyerarşi) detaylı biçimde ele alan; farklı mecralarda tutarlı bir görsel kimlik oluşturma sürecine katkı sağlayan uygulamalı bir kılavuz.
Work Placement	N/A
Aims of the Course	The course aims to enable students to recognize various graphic design media, such as posters, flyers, brochures, POP materials, magazine covers, and book covers, and to produce design solutions appropriate for these media; to design different design products in parallel with a campaign study in a communicative manner and in accordance with the principle of integrity; and to create a memorable campaign identity by utilizing the constants between the designs.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	Course Introduction and Introduction to Graphic Design Media Explanation of the course objectives, scope, and evaluation criteria; general introduction to graphic design media.	Lecture, Question & Answer
Week - 2	**LO-1**	Poster and Posterlet Design Examination of the definition, types, and design principles of posters and posterlets through examples.	Lecture, Question & Answer
Week - 3	**LO-1** **LO-2**	Brochure and POP Materials Design Examination of the definition, types, and design principles of brochures and POP (point-of-purchase) materials.	Lecture, Question & Answer, Discussion, Brain Storming, Practice/Practical Work/Workshop

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Week - 4	LO-1 LO-2	Magazine Cover Design Evaluation of the function of the magazine cover, design criteria, and examples.	Lecture, Question & Answer, Problem Solving, Practice/Practical Work/Workshop
Week - 5	LO-1 LO-2 LO-3	Book Cover Design Examination of the fundamental principles and types of book cover design through examples.	Lecture, Question & Answer, Discussion, Problem Solving, Practice/Practical Work/Workshop
Week - 6	LO-1 LO-2 LO-3 LO-4	Introduction to Promotion Platforms and Campaign Work Introduction to the concept of promotion platforms and campaign work; analysis of the campaign brief.	Lecture, Question & Answer, Discussion, Problem Solving, Brain Storming
Week - 7	LO-4	Midterm Exam Evaluation of the theoretical knowledge and design approaches acquired during the first six weeks.	Interview, Practice/Practical Work/Workshop
Week - 8	LO-3 LO-4	Graphic Design Works in Line with Campaigns Designing graphic design works in line with campaigns and planning the campaign process.	Lecture, Question & Answer, Discussion, Problem Solving, Practice/Practical Work/Workshop
Week - 9	LO-4	Communication Between Design Works Establishing visual and conceptual communication between different design works within the scope of the campaign.	Lecture, Question & Answer, Discussion, Proje Design/Management, Practice/Practical Work/Workshop
Week - 10	LO-3 LO-4	Continuation of model making. Principle of Integrity: Addressing the designs within the scope of the campaign in accordance with the principle of integrity and ensuring they are harmonized.	Lecture, Question & Answer, Problem Solving, Practice/Practical Work/Workshop
Week - 11	LO-4	Campaign Identity Bringing designs to a memorable visual identity structure and examining the identity creation process.	Lecture, Discussion, Problem Solving, Practice/Practical Work/Workshop
Week - 12	LO-3 LO-4	The Identity Function of Invariants The application of invariants (color, typography, form, logo, etc.) across designs for the purpose of their identity function.	Lecture, Question & Answer, Discussion, Problem Solving, Brain Storming, Practice/Practical Work/Workshop

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Week - 13	LO-3 LO-4	Development of the Campaign Project and Presentation Preparation Development of the campaign work, addressing deficiencies, and preparing it for presentation in a portfolio format.	Lecture, Question & Answer, Problem Solving, Proje Design/Management, Practice/Practical Work/Workshop
Week - 14	LO-4	Final Evaluation of students through the presentation of final projects that reflect the knowledge and skills acquired throughout the semester.	Proje Design/Management, Practice/Practical Work/Workshop

Learning Outcomes

#	Learning Outcome
1	The student identifies graphic design media such as posters, posterettes, brochures, POP materials, magazine covers, and book covers, and explains the unique design principles and functions of each medium.
2	In line with a campaign study, the student plans and implements design work for different graphic design media, ensuring communication and the principle of integrity between the designs.
3	Within the scope of the campaign, it ensures that the produced designs achieve a memorable visual identity structure, utilizing the constants among the designs to serve as identity elements.
4	By creating a campaign identity, the student presents and evaluates design works produced across different media within a holistic framework.

Sustainable Development Goals

✓ Quality Education ✓ Responsible Production and Consumption

Course Theme

✓ Media, Design and Creative Arts

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	6.00	14	84
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0.00	0	0
Ödevler	24.00	1	24
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	16.00	2	32
Final Sınavı Hazırlığı (sınav süresi dahil)	16.00	2	32
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	16.00	1	16
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**7.5**

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**