Course Syllabus

Code - Course Title	**BTP237 - Graphics Applications I**
Course Type	III. SEMESTER
Laboratory + Practice	2+1
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. ÜLKÜ YILMAZ

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	There are no required textbooks for this course.
Work Placement	This course does not have an internship requirement.
Aims of the Course	The objective is to enable students to create original visual products suitable for both print and screen, such as logos and posters, using basic design principles and the vector graphics software widely used in the industry (Adobe Illustrator).

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1** **LO-1**	Concepts of vector and pixel-based graphics; the interface, workspace, and document settings of a vector drawing program.	Lecture, Question & Answer, Discussion
Week - 2	**LO-1** **LO-1** **LO-2** **LO-2** **LO-2**	Principles and elements of design; analysis of graphic design products based on these principles and elements; the relationship of graphic design with other disciplines.	Lecture, Question & Answer, Discussion, Research and Inquiry
Week - 3	**LO-2** **LO-2** **LO-2** **LO-3**	Object design application using basic shape, selection, and transformation tools.	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 4	**LO-2** **LO-2** **LO-2** **LO-3**	Drawing with pen and curve tools; transferring sketches to a digital medium.	Lecture, Question & Answer, Demonstration and Practice, Practice/Practical Work/Workshop, Research and Inquiry
Week - 5	**LO-1** **LO-1** **LO-2** **LO-2** **LO-2** **LO-4**	Color modes (RGB, CMYK), color panel, color swatches, and gradient applications.	Lecture, Question & Answer, Discussion, Practice/Practical Work/Workshop

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 6	LO-2 LO-2 LO-2 LO-3	Layers, grouping, and alignment; graphic representation techniques and the assignment of the synthesis-interpretation project.	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 7	LO-3 LO-4	Midterm Exam (Application Submissions)	Lecture, Practice/Practical Work/Workshop
Week - 8	LO-3 LO-5	Writing tools and typography: typeface selection, character and paragraph settings.	Lecture, Discussion, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 9	LO-2 LO-2 LO-2 LO-3 LO-5 LO-6	Image placement, clipping masks, and image tracing; the use of visuals and fonts in graphic design in accordance with meaning, content, and copyright laws.	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 10	LO-3 LO-6	Topic selection and preliminary information analysis (target audience, message, product type) for the final project application.	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 11	LO-3 LO-6	Development of sketches and the transfer of the draft to a digital medium for the final application.	Lecture, Demonstration and Practice, Practice/Practical Work/Workshop
Week - 12	LO-3 LO-6 LO-7	Creativity and Application development	Lecture, Discussion, Demonstration and Practice, Practice/Practical Work/Workshop, Research and Inquiry
Week - 13	LO-3 LO-4 LO-6	Evaluation and correction of applications; preparing and exporting files suitable for print and screen (PDF, PNG, SVG).	Lecture, Discussion, Practice/Practical Work/Workshop
Week - 14	LO-3 LO-6	Final Exam (Application Submissions)	Lecture, Practice/Practical Work/Workshop

Learning Outcomes

#	Learning Outcome
1	
2	Can compare vector-based and pixel-based graphics according to their areas of use.
3	Recognizes vector- and pixel-based computer programs.
4	Recognizes vector- and pixel-based computer programs.

Learning Outcomes

#	Learning Outcome
5	The student can analyze graphic design products based on design principles and elements.
6	The student can use the shape, pen, and transformation tools of the vector drawing program.
7	The student can apply color modes appropriately according to the medium in which the design will be used (print or screen).
8	Can arrange fonts and visuals in a design while ensuring readability.
9	The student can design an original graphic product for a specific target audience and message.
10	The student can assume the responsibility of complying with copyrights in the use of visuals and fonts.

Sustainable Development Goals

✓ Decent Work and Economic Growth

Course Theme

✓ Media, Design and Creative Arts

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	2.00	14	28
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	1.00	14	14
Ödevler	8.00	1	8
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	5.00	1	5
Final Sınavı Hazırlığı (sınav süresi dahil)	6.00	1	6
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

✓ Performance Assessment (Individual/Panel-Based) ✓ Project ✓ Homework

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	40
Homework	1	30
	Sum (%)	**100**