Course Syllabus

Code - Course Title	**GRA601 - Experimental Graphic Project I**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROFESÖR TEVFİK FİKRET UÇAR

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	1. Bestley, R., & Noble, I. (2016). Visual research: An introduction to research methods in graphic design (3rd ed.). Fairchild Books. Bloomsbury2. Frayling, C. (1994). Research in art and design (Royal College of Art Research Papers, Vol. 1, No. 1). Royal College of Art. Royal College of Art
Work Placement	N/A
Aims of the Course	The aim of this course is to enable students to develop original, experimental, and innovative approaches in the field of visual communication by questioning the traditional boundaries of graphic design, and to re-evaluate the theoretical and practical dimensions of design through a research-based understanding. Within the scope of the course, it is intended that students expand the possibilities of visual narrative by utilizing interdisciplinary relationships, contemporary art and design theories, new technologies, and alternative production methods. Through research conducted in the areas of experimental typography, visual language, material, form, content, and interaction, the course aims for students to critically question established design perceptions and develop original projects with conceptual depth. The fundamental approach of the course is to treat design not only as a practice of communication and production, but also as a method of producing knowledge, developing thought, and creating new meanings. Accordingly, the goal is for students to become proficient as independent researcher-designers who can develop research questions, systematically document and evaluate their experimental processes, transform their findings into academic and artistic outputs, and contribute original knowledge and methods to the discipline of graphic design.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		What is experiment and experimentality?	
Week - 2		What are new approaches in Graphic Design?	
Week - 3		Literary review on the research project and close study of the samples	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 4		Literary review on the research project and close study of the samples	
Week - 5		Reviewing the first sketches and ideas	
Week - 6		Reviewing the first sketches and ideas	
Week - 7		Reviewing the first sketches, ideas and developed color rough sketches	
Week - 8		Reviewing the first sketches, ideas and developed color rough sketches	
Week - 9		Reviewing the first sketches, ideas and developed color rough sketches	
Week - 10		Midterm presantation	
Week - 11		Developing the project and thinking critically on issues such as implementation of the project, apparactus, techniques etc.	
Week - 12		Developing the project and thinking critically on issues such as implementation of the project, apparactus, techniques etc.	
Week - 13		Developing the project and thinking critically on issues such as implementation of the project, apparactus, techniques etc.	
Week - 14		Presentation of the project and submission of the workbook	

Learning Outcomes

#	Learning Outcome
1	To provide contributions to the field by developing creative and original solutions to visual communication and promotion problems.

Sustainable Development Goals

✓ Quality Education

Course Theme

✓ Media, Design and Creative Arts

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	6.00	6	36
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0.00	0	0
Ödevler	6.00	6	36

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0.00	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0.00	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	12.00	10	120
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**7.5**

Assessment Method and Passing Requirements

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

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