|  |
| --- |
| **COURSE INFORMATION** |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Graphic Design Theory | GRA 601 | 1 | (3+0) | 3 | 15 |

|  |  |
| --- | --- |
| **Prerequisites** | -  |

|  |  |
| --- | --- |
| **Language of Instruction** | Turkish |
| **Course Level** | Doctorate |
| **Course Type** | Mandatory |
| **Course Coordinator** | Prof. H. Emre Becer |
| **Instructors** | Prof. H. Emre Becer |
| **Assistants** |  |
| **Goals** | The aim of the course is to examine the evolution of graphic design through the different eras, to teach the methods of producing theoretical knowledge. |
| **Content** | Graphic Design Theory course traces the evolution of graphic design beginning from the early 1900s, the influential avant-garde ideas of futurism, constructivism, and the Bauhaus; the mid- to late twentieth century graphics the International Style, modernism, and postmodernism; and the current situation, discussions on legibility, social responsibility, sustainability, internet and the new media.  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning Outcomes** | **Program Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| To have information about the history of Graphic Design | 1, 3, 5 | 1,2,3 | A,C |
| To be able to do research for the production of theoretical knowledge | 1, 3, 4 | 1,2,3 | A,C |
| To be able to evaluate different disciplines together | 5, 8, 9 | 1,2,3 | A,C |
| To produce solutions to current problems in the field | 3, 4, 8 | 1,2,3 | A,C |

|  |  |
| --- | --- |
| **Teaching Methods:** | 1 Lecture 2:Problem Solving 3:Discussion |
| **Assessment Methods:** | A: Exam , B:Assignment C: Presentation  |

|  |
| --- |
| **COURSE CONTENT** |
| **Week** | **Topics** | **Study Materials** |
| 1 | Introduction to history of graphic design |  |
| 2 | Industrial revolution and its effects |  |
| 3 | 20th century and graphic design |  |
| 4 | Bauhaus and new typography |  |
| 5 | Modernism movement in America |  |
| 6 | International typographic style |  |
| 7 | New York School |  |
| 8 | Conceptual image |  |
| 9 | Postmodernism |  |
| 10 | Digital era and globalization |   |
| 11 | The effect of new media |  |
| 12 | Graphic design and ethics |   |
| 13 | Design concept for everyone |  |
| 14 | The future of design education |  |

|  |
| --- |
| **RESOURCES** |
| **Textbook** |  |
| **Other Resources** |  |

|  |
| --- |
| **MATERIAL SHARING** |
| **Documents** |  |
| **Assignments** |  |

|  |
| --- |
| **ASSESSMENT** |
| **IN-TERM STUDIES** | **Quantity** | **Percentage** |
| Mid-Term | 1 | %10 |
| Assignment |  |  |
| Seminar and Presentation | 4 | %30 |
| Project |  |  |
| Final Exam | 1 | %60 |
| **Total** |  | %100 |
| **Contribution of fınal examination to overall grade** |  | %60 |
| **Contribution of in-term studies to overall grade** |  | %40 |
| **Total** |  | %100 |

|  |  |
| --- | --- |
| **COURSE CATEGORY** | Field Courses |

|  |
| --- |
| **COURSE'S CONTRIBUTION TO PROGRAM** |
| **No** | **Program Learning Outcomes** | **Contribution** |
| **1** | **2** | **3** | **4** | **5** |  |
| 1 | Ability to develop courage to search and try to creative design solutions as well as the functional purposes. |  |  | x |  |  |  |
| 2 | Awareness of professional responsibility to create designs considering cultural and individual needs of the audience. |  |  |  |  | x |  |
| 3 | Gain ability to conduct research, to create theoretical knowledge, and to make suggestions. |  |  |  |  | x |  |
| 4 | Ability to produce texts in academic formats. |  |  |  |  | x |  |
| 5 | Gain competence at the level of expertise in art and design related fields. |  |  |  |  | x |  |
| 6 | Ability to develop design projects by knowledge and skills in the field of design with a critical approach. |  |  |  | x |  |  |
| 7 | Ability to use technological equipments required by the field in advanced level. |  |  | x |  |  |  |
| 8 | Follows the current information about design culture, and adapts them to the projects. |  |  |  |  | x |  |
| 9 | Gain ability to the conduct interdisciplinary projects in the chosen field. |  |  |  | x |  |  |
| 10 | Ability to do extensive reading in design related fields. |  |  |  |  | x |  |

|  |
| --- |
| **ECTS / WORKLOAD** |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration | 14 | 3 | 42 |
| Hours for off-the-classroom study | 14 | 16 | 224 |
| Assignments |  |  |  |
| Seminar and Presentation | 4 | 30 | 120 |
| Project |  |  |  |
| Mid-term Exam | 1 | 24 | 24 |
| Final | 1 | 25 | 25 |
| **Total Work Load** |  |  | 435 |
| **Total Work Load / 25 (h) ECTS Credit of the Course** |  |  | 14,5 |
| **ECTS Credit of the Course** |  |  | 15 |