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| **COURSE INFORMATION** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Project: Design for Social Issues and Field Study | GRA 603 | 1 | (3+0) | 3 | 15 |

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| **Prerequisites** | - |

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| **Language of Instruction** | Turkish |
| **Course Level** | Doctorate |
| **Course Type** | Mandatory |
| **Course Coordinator** | Assistant Prof. Özlem Mutaf Büyükarman |
| **Instructors** | Assistant Prof. Özlem Mutaf Büyükarman |
| **Assistants** |  |
| **Goals** | This course aims to guide students for creative problem solving either about global or local social issues. The design solution should be constructed to create awareness and/or to change behavior. |
| **Content** | In this course students learn to design for social issues in the area they are living or for shared global problems around the world. Students realize their effectiveness about social design; also extend their knowledge by investigating national and international design solutions. Creating awareness and designing for social issues such as consumerism, infectious diseases, environmental issues, gender issues, immigration, literacy, abuse etc. are the main focuses of this course. |

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| **Learning Outcomes** | **Program Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| To have knowledge and experience about basic design principles and elements | 1, 5 | 1,2,3 | A,C |
| Being aware of their responsibilities as a designer in social issues | 2, 8 | 1,2,3 | A,C |
| To be able to produce graphic designs for different media | 1, 8 | 1,2,3 | A,C |
| To be able to use the technology required by the field effectively | 3, 7 | 1,2,3 | A,C |

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

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | General Introduction, First Things First Manifest and discussing the effectiveness of the designer on social issues |  |
| 2 | Examination and explanation of graphic elements in poster design (theory: image-type-message-composition-techniques-formules) |  |
| 3 | Review of creative techniques (tangible graphics, magazines) |  |
| 4 | Local or global current social problems will be determined and sketches will be done throughout the course. |  |
| 5 | Poster design examples and discussion in class |  |
| 6 | Poster design sketches for posterfortomorrow.org |  |
| 7 | Poster design sketches for posterfortomorrow.org |  |
| 8 | Working on poster design |  |
| 9 | Trademarks and social responsibility |  |
| 10 | Design for a selected foundation or organization |  |
| 11 | Graphic product design |  |
| 12 | To continue the graphic product design |  |
| 13 | To continue the graphic product design |  |
| 14 | To continue the graphic product design |  |

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| **RESOURCES** | |
| **Textbook** | Grafik Tasarım Yazıları GMK Dedi ki, Yazılar  Tibor Kalman: Perverse Optimist, Peter Hall ve Michael Bierut |
| **Other Resources** | The Design of Dissent, Milton Glaser ve Mirko İliç.  The Graphic Imperative Exhibition  Good 50 x 70 web site  Himpe, T. Advertising is Dead, Long Live Advertising!, Thames & Hudson Ve Çizgidışı magazines  www.posterposter.org, www.posterfortomorrow.org, blankposter.com etc. web sites related to poster design. |

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

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **Quantity** | **Percentage** |
| Mid-Term | 1 | %10 |
| Assignment |  |  |
| Seminar and Presentation |  |  |
| Project | 4 | %30 |
| 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 |

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| **COURSE CATEGORY** | Field Courses |

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| **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 |  |  |  |

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| **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 |  |  |  |
| Project | 4 | 30 | 120 |
| 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 |