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| **COURSE INFORMATION** |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| New Approaches in Typography and Language | GRA 613 | 1 | (3+0) | 3 | 15 |

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| **Prerequisites** | -  |

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| **Language of Instruction** | Turkish |
| **Course Level** | Doctorate |
| **Course Type** | Elective |
| **Course Coordinator** | Prof. H. Emre Becer |
| **Instructors** | Prof. H. Emre Becer |
| **Assistants** |  |
| **Goals** | The aims of the course are to teach history of typography, typographic terminology, classification of typefaces; to encourage student for making research about typography, to instruct typographic design criteria through studio projects. |
| **Content** | Teaching Form-content relations, geometric abstraction and simplification, visual hierarchy, typographic composition and unity, and applying through experimental typographic designs.  |

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| **Learning Outcomes** | **Program Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| To have knowledge and experience about basic design principles of graphic design and typography | 5, 3 | 1,2,3 | A,C |
| Ability to solve design problems in a creative way | 6, 8 | 1,2,3 | A,C |
| To be able to interpret texts through typographic designs | 3, 10 | 1,2,3 | A,C |
| To use different materials in order to produce modern and original designs within the design process | 7, 9 | 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 | Introduction to typography |  |
| 2 | Typography in the Context of Modern Art |  |
| 3 | Futuristic Typography: Marinetti, Apollinaire, Tzara, Zdanevich |  |
| 4 | New Typography: Letter, Text, Experimental Typographic Systems and Typography |  |
| 5 | Typographic Expressionism, Swiss Design Uluslararası, International Typographic Style,, Wolfgang Weingart |  |
| 6 | Postmodernism: April Greiman, Neville Brody and Face Magazine, Emigre |  |
| 7 | Max Kisman Cut / Copy / Paste, Katherine Zask Part-Divide and Take New Meanings, Stefan Sagmeister Style = Fart, M / M Paris (No Ghost Just A Shell, Alphabet) |  |
| 8 | Typography and Imaginary Transformation (15 Works Sampling in which the Art of Typography turns into Cult Film Posters) |  |
| 9 | Typography in the Third Dimension - Letter Design |  |
| 10 | Experimental Approach in Typographic Design (Poster, Double Page Design, Cover Design) |   |
| 11 | Image, Emotion and Enthusiasm in Typography |  |
| 12 | Color as Typographic Expression Format |   |
| 13 | Organic Typography |  |
| 14 | Converting Words to Pictures |  |

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

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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 | 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 |