



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Basic Design II							
Course Code		BDT154		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	1	Practice	1	Laboratory	0
Objectives of the Course		Develops Basic Design information that has been received. Providing the development of visual perception and expression techniques, creating an aesthetic evaluation and nurturing creativity. It enhances visual expression such as color, form, and form, and explores the diversity of rhythmic patterns by examining them from different perspectives. It makes the student more competent in practice.							
Course Content		Teaching colors, color settings, color modes and channels, layers, advanced texture creation techniques, advanced light and shading techniques, advanced veneering options, view angle, correlation of visual perception with cameras, real and related effects of concepts.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Project Based Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Ins. Atilla DEVELİOĞLU							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of basic design and visual communication concepts, purpose of course, definitions
2	Theoretical	Relationship between communication and design, emergence and phases of design, branches of design
3	Theoretical	Seeing, seeing, being aware, perception and learning, visual meaning and connotation
4	Theoretical	The relationship between visual thinking, visual interpretation and basic design
5	Theoretical	Elements of design / Raw materials of design (line, direction, shape, texture, tone, color)
6	Theoretical	Principles of design / Raw materials of design (line, direction, shape, texture, tone, color)
7	Theoretical	Line Definition and Concepts, types, effects and contribution to visual communication.
8	Theoretical	Definition and Concepts of Direction / Definition and concepts / Shape and visual impact
9	Theoretical	Definition and Types of Tissue, Visual Effects of Use / Tint Definition and Concepts
10	Theoretical	Color Definition and Concepts, Types, Usage / Color and Light Relationship, Effect and the meaning of colors
11	Theoretical	Equilibrium, Visual Weight and Balance / Types / Rhythm, Repeat, Emphasis and Focus.
12	Theoretical	Meaning and Types of Visual Communication, Proportionality and Visual Hierarchy in Design / Dimension and Ratio / Continuity and Unity
13	Theoretical	Visual perception and perception, Perceptual organization, How does the design process work? Advertising and Design.
14	Theoretical	How to visualize design and create a draft?

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	5	3	1	20
Term Project	1	1	4	5
Midterm Examination	1	10	1	11



Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	
2	
3	
4	
5	
7	
8	

Programme Outcomes (Computer - Aided Design and Animation)

1	Using the basic knowledge and skills acquired in the field, interpret and evaluate data, identify problems, to analyze, to have the ability to develop evidence-based solutions.
2	To select and effectively use modern techniques that are for applications relevant to the field
3	Gaining the application skill by examining the relevant processes in industrial and service sector
4	To find solution when encounters unforeseen situations in the field, to gain the ability to be able to take responsibility in a team or make individual research.
5	To gain the awareness of the need for lifelong learning, continuous self-renewal monitoring and awareness of developments in science and technology
6	To gain the ability to use computer software and hardware required by the basic level of the field.
7	To be conscious about occupational safety, occupational health, environmental protection and quality.
8	Effective communication and follow the innovations in the field.
9	In mathematics, science and engineering directed to his/her field of basic theoretical and practical knowledge.
10	Having the planning skills related to Computer Aided Design and Animation program to meet the needs of the sector.
11	Gaining skills on technical drawing, computer-aided drafting, design using simulation programs in the field of making and using a variety of software systems and components to choose, to calculate the basic sizing, draw plans and projects.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	Ability to plan a career in their own profession.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L7	L8
P1	4		1				
P2	4						
P3	3						
P4	3	5	4				
P8				5	4	3	4
P11	2						

