



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Basic Design I							
Course Code		BDT107		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		Explaining rules,principals and objectives for creating a visual work.							
Course Content		The aim of the course is to provide the student with the basic knowledge of basic art and visual communication and to make the infrastructure of the design; to develop creativity in the face of the problem, to contribute to the development of analysis, evaluation direction and thinking, to teach the basic concepts of visual communication in the fields of design for students; to ensure that creative and evaluative art is formed in students and that basic information and criteria of visual communication are established.							
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

1	Ders Notları
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Week	Weekly Detailed Course Contents	
1	Theoretical	The definition of the basic concepts of design and visual communication, purpose of the lecture,definitions
2	Theoretical	Relationship between communication and design,birth and the phases of design, design branches
3	Theoretical	Take a look to see, be aware of, perception and learning, visual meaning and connotation
4	Theoretical	Visual thinking, visual signification and relationship between basic design
5	Theoretical	Elements of design, raw materials of design(line,direction,shape,texture,tone,colour)
6	Theoretical	Principles of design / Design Spirit(balance,rhythm,emphasis,movement,proportion and form)
7	Theoretical	Definitions and concepts of line, types,effects,effects and contributions to visual communication
8	Theoretical	Definitions and concepts of direction / definitions and concepts of shape / shape and its visual effect.
9	Theoretical	Definition and types of tissue,its use, its visual effect /definition and concept of tone
10	Theoretical	Definition and concepts of colour, its types, its use/ Relationship between colour and light and definitions of colours.
11	Theoretical	Balance, Visual Weight and Balance / Types / Rhythm, Repetition, Emphasis and Focus point
12	Theoretical	Meaning and types in visual communication,design and visual hierarchy in design / size and rate / Continuity and Unity
13	Theoretical	Visual perception and perception, Perceptual Organization,How does design process work? Advertising and Design.Reading an image
14	Theoretical	Visualizing design, How to create draft?

Workload Calculation

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



Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Skill of adapting design knowledge to previously learned things
2	Revealing original works by design knowledges
3	Two-and three-dimensional thinking skills
4	Ability to communicate in visual way and to express oneself
5	Ability to transfer form to second dimension and transfer 2 dimensioned shape to three dimension(form).
6	Expressing visually creative way an idea, concept, or the ability
7	The ability to transfer message by way of illustration in visual communication
8	After training, gaining experience and achievements in office and printing and the ability to transfer the gaining into practice.

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	L6	L8
P1	4	4	4	3			
P2	4						
P3	1	1					4
P4	3	2	4		5	3	
P5	1	1					
P8	1				4	4	
P10	3	2					
P11	4	1		4			

