AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Visual Design						
Course Code	MTS111		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to provide students with information about line, shape, area, size, texture and color subjects from visual design elements of students. It is also aimed at ensuring that visual design principles have an idea in terms of integrity, balance, emphasis, alignment and closeness.						
Course Content	In material design studies, visual design has a very important place. The ability of the material to convey the message in the desired direction for the specified purposes depends on the correct use of the design elements and adherence to the design principles. Visual design elements consist of line, shape, area, size, texture and color. In this context, the transfer of the theoretical knowledge which develops the material design in line, shape, area, color, texture and dimension subjects and application of teaching technique by doing.						
Work Placement	30 working days						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Individual Study				
Name of Lecturer(s)	Lec. Şükrü ÖMÜR						

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Basic Art Education, Aydoğan M., Adeon Yayınları Yayın No: 0003, 2018

Week	Weekly Detailed Course Contents	
1	Theoretical	Physical sight, visual psychology
2	Theoretical	Visual design elements
3	Theoretical	Line, shape, area
4	Theoretical	Size, texture and color
5	Theoretical	Illusion and color theory, depth, identity of object
6	Theoretical	Motion and visual memory
7	Theoretical	Color-shape perception
8	Theoretical	Shape-ground relation
9	Intermediate Exam	Exam
10	Theoretical	Motion and visual memory
11	Theoretical	Integrity, balance, emphasis, alignment and closeness in design
12	Theoretical	Balance Formal (Symmetric)
13	Theoretical	Equilibrium Informal (Unsymmetric)
14	Theoretical	Use of Visual Design Pictures, Photos and Graphics in Materials
15	Theoretical	Using Visual Design Text in Materials
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	1	14
Term Project	14	0	1	14
Midterm Examination	1	10	1	11

Final Examination	1	10	1	11
		Total Workload (Hours)		50
		[Total Workload (Hours) / 25*] = **ECTS**		2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Be able to grasp the basic building block line design of material design
2	Different forms can come together to form a meaningful whole
3	To be able to comprehend different tissue types in visual design
4	Transferring the design of colors in materials
5	to comprehend color shape perception

Programme Outcomes *(Fashion Design)*

1	Be able to use the theoretical and practical knowledge related to fashion design
2	Fashion marketing and promotional activities should be carried out in matters related to fashion design
3	Must be able to collect data for research, prepare and present research report, prepare project
4	Designing personal clothing to meet the expectations of the sector and preparing the creations on the computer
5	Should be able to recognize the fabric surfaces, select auxiliary materials, control materials.
6	It should be able to carry out steps of mold preparation, spreading, laying plan preparation.
7	Must be able to use the necessary equipment, equipment and machines for the applications related to fashion design, and make adjustments and maintenance.
8	Must be able to use computerized mold and design programs in the field of fashion design.
9	Must have the ability to manage and organize business by creating the idea of establishing a business in the field.
10	Can create a model she designs in her mind by applying the technical drawings of the clothes and fashion formal training.
11	Basic sewing techniques should be able to realize the production stages of women's, men's and children's wear.

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

	L1	L2	L3	L4
P1	5	4	4	4
P2	4	4	4	2
P3	4	4	4	4
P4	5	5	5	3
P5	4	4	4	5
P6	4	4	4	2
P7	5	5	5	4
P8	4	4	4	4
P9	5	5	5	2
P10	4	4	3	1
P11	5	5	5	1