AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Graphic Design						
Course Code	ORT295		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	In this course, students learn about the field of graphic. Learns Objective Understanding of the basics of graphic design, conceptual thinking and basic level of visuality. Highlighting the work of the early transition to using the same elements and typography-level object-color effects on the meaning of the cases examined.						
Course Content	• Theoretical research and presentation. • Recognition of the material and drawing exercises • Using only the line element plane, respectively, a perspective and three-dimensional creation. • Mass structure, texture, and pattern, to show lines. • Elements of typography and regulations, the creation of graphical object detection. • Typographical arrangements to gain a visual language of abstract concepts. • Early-level abstract forms of visual communication and the creation of typographic objects.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Demonstration, Discussion, Individual Study				
Name of Lecturer(s)							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Aydın,E.D., (2004), Temel Tasarıma çağdaş yaklaşımlar
2	2. Becer, E. (1999), İletişim ve Grafik Tasarım, Dost kitabevi, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Course description, aim, operation, vector and pixel-based programs overview.
2	Theoretical	Image features related to graphic design and production in virtual and printed media
3	Theoretical	Introduction to graphic design and visual communication
4	Theoretical	Basic design elements and principles in graphic design process.
5	Theoretical	Basic design elements and principles in graphic design process.
6	Theoretical	Stylization and image creation
7	Theoretical	Graphic expression language
8	Theoretical	Midterm exam
9	Theoretical	Project production with a vector program: Corporate identity design
10	Theoretical	Project production with a vector program: Interface design
11	Theoretical	Project production with a vector program: Thematic banners; Typographic poster design
12	Theoretical	Production of projects with a vector program: Advertising graphic
13	Theoretical	Project production with a vector program: Brochure design
14	Theoretical	Project application
15	Theoretical	Project application
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	2	2	8
Studio Work	4	0	2	8
Midterm Examination	1	2	1	3

Final Examination	1	2	1	3
		Total Workload (Hours)		50
		[Total Workload (Hours) / 25*] = **ECTS**		2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Explain the basic concepts of graphic design process.
2	Explain the process of creating a visual message using graphic expression language.
3	Associate graphic design and application processes to create a visual visual message.
4	Explain the necessities of perception and communication in graphic design process.
5	It will be able to produce graphic products in line with design principles and methods.
6	Realize pixel based graphic design applications.
7	Realize vector based graphic design applications.

Programme Outcomes *(Child Care and Youth Services)*

1	Special EducationInstitutions of children, pre-schoolinstitutionsforchildrenandchildren s clinicsgameroomslastingtreatmentsforchildren, developmentalareas (physical, mental, social, andemotional) support.
2	Child personalityand her life togaineducationandtrainingmethodstopreparethepatience, compassion, andtakingintoaccountthechild s personalitycharacteristicsandapply
3	Observations on educationandtraining of thechildren s behavior, abilitytoregulatethedeveloperactivities. Knowsthebasicconcepts of development
4	Togivethembybeingwithchildrengoodhabits, badbehaviorwill be eligibletomaketheguidancetotakepreventivemeasuresagainst
5	To give drama, painting, music, computer and gymnastics training to children in special education institutions
6	Caring for the health and safety measures related to the occupation, maintaining coolness in exceptional situations and applying first aid
7	Develops concepts of creativity and creative thinking
8	Knows all the educational institutions related to children, their job definitions and functions
9	Understand the importance and place of the game in pre-school education
10	Gelişimle ilgili temel kavramları bilir ve Fiziksel Zihinsel İşitme, Görme engellilerin Dil gelişimi ve iletişim bozukluğu olan çocukların Hasta çocukların tanımı, çeşitlerini, nedenlerini, gelişim özelliklerini ve eğitim ilkelerini kavrar.
11	To be able to regularly participate in various scientific, cultural, artistic and sportive activities that facilitate students' adaptation to university life by perceiving the concept of university

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	L7
P1	5	5	4	3	5	4	4
P2	4	4	4	5	4	4	4
P3	4	4	4	4	4	5	4
P4	4	4	4	3	4	5	4
P5	4	3	4	4	5	5	4
P6	4	3	3	5	5	4	4
P7	5	3	3	4	5	3	4
P8	3	3	5	3	3	3	4
P9	5	3	5	5	3	4	4
P10	3	4	5	5	3	4	4
P11	3	4	4	5	3	4	4