



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|---|---|----------------------------------|---|------------|---|
| Course Title | | Graphic Design | | | | | | | |
| Course Code | | ORT295 | | Course 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 | | <ul style="list-style-type: none">• 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 | 60 |

Recommended or Required Reading

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| 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 | Graphic expression language (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 |

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

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|---|---|
| 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 (Fruit and Vegetables Processing Technology)

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|---|--|
| 1 | To be able to understand social, cultural and social responsibilities and to have the ability to follow national and international contemporary |
| 2 | In line with the principles and reforms of Atatürk; Adopting the national, moral, spiritual and cultural values ??of the Turkish Nation, open to universal and contemporary developments, the Turkish language is a rich, rooted and productive language; love and awareness of language; to have the ability to use the foreign language sufficiently and with the habit of reading and professionally. |
| 3 | To know the basic hardware units and operating systems of computer, internet to be able to prepare documents, spreadsheets and presentations on the computer by using office programs |
| 4 | Gains the theoretical and practical knowledge at the basic level in mathematics, science and professional fields |
| 5 | Recognize and analyze the problems with the knowledge of fruit and vegetable technology in the field, interpret the data and propose solutions. |
| 6 | According to the prepared work plan and program in laboratories, it can carry out the necessary works to obtain the desired quality product. |
| 7 | To have professional and ethical responsibility in business life. |
| 8 | It is open to development and change, follows scientific social and cultural innovations and constantly improves itself. |

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

| | L1 | L2 |
|----|----|----|
| P1 | 5 | 5 |
| P2 | 4 | 4 |
| P3 | 5 | 5 |
| P4 | 3 | 3 |
| P5 | 1 | 1 |
| P6 | 1 | 1 |
| P7 | 4 | 4 |
| P8 | 5 | 5 |

