



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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	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 (Fruit and Vegetables Processing Technology)

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

