



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 visibility. 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 (Cosmetic Technology)

1	To know the classification of cosmetic raw materials, for what purpose, in which products and how much they should be used
2	Define and classify cosmetics,
3	To define, classify toxicity, Toxic substances and detoxification ways of these substances to know. To be able to analyze toxic substances.
4	To be aware of the precautions to be taken when working with hazardous chemicals in terms of laboratory safety and human health.
5	To have the ability to use basic mathematical methods to produce solutions.
6	To be able to define the carrier systems used in cosmetics, to be able to choose the carrier system to be used according to the cosmetic product.
7	To know and apply the necessary tests in cosmetic raw materials, intermediate products and finished products.
8	Depending on the Atatürk nationalism in accordance with Atatürk's principles and reforms, adopted the national, moral, spiritual and cultural values of the Turkish Nation, and has adopted that the Turkish language is a rich, rooted and productive language; have love and awareness of language; to have the ability to use the foreign language sufficiently to have the pleasure and habit of reading and need professionally.

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
P5	5	5	5	5	5	5	5

