

# TOROS ÜNİVERSİTESİ

Faculty Of Fine Arts, Design And Architecture  
Architecture

## Course Information

VISUAL COMMUNICATION DESIGN					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
ARC481	Fall	3	0	3	3

<b>Prerequisites and co-requisites</b>	None
<b>Language of instruction</b>	Turkish
<b>Type</b>	Elective
<b>Level of Course</b>	Bachelor's
<b>Lecturer</b>	
<b>Mode of Delivery</b>	Face to Face
<b>Suggested Subject</b>	None
<b>Professional practise ( internship )</b>	None
<b>Objectives of the Course</b>	To give information about how visual communication design is used in different fields. To introduce elements constituting design, to provide knowledge and to have students make original applications.
<b>Contents of the Course</b>	Description and application of the main elements of graphic design. Introduction of graphic design as a form of visual communication and communication language. Simplification to 2D design and transformation of concepts into symbols by means of graphic illustration.

## Learning Outcomes of Course

#	Learning Outcomes
1	
2	
3	
4	
5	

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	What is visual communication design? What is the importance of it in our lives?	Lecture and presentation
2	Elements of graphic design, and their application fields	Lecture and presentation
3	The design methods and planning of process	Lecture and presentation
4	Drafting for design and formation of design	Lecture and presentation
5	The evaluation of preliminary design	Lecture and presentation
6	Design production techniques	Lecture and presentation
7	Production process of design	Lecture and presentation
8	Mid-term Exam	
9	Emblem, Logotyp designs	Lecture and presentation
10	Application areas of emblem, Logotayp	Lecture and presentation
11	Poster types, functions	Lecture and presentation

12	2. Mid-term Exam	
13	Poster Designs	Lecture and presentation
14	Evaluation of designs	Presentation and discussion
15	Evaluation of designs	Presentation and discussion
16	Final Exam	

## Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1			

## Method of Assessment

#	Weight	Work Type	Work Title
1	20%	Mid-Term Exam	Mid-Term Exam
2	20%	Mid-Term Exam	Mid-Term Exam
3	60%	Final Exam	Final Exam

## Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1		18	1,2,3
2		18	1,2,3
3		18	1,2,3
4		18	1,2,3
5		18	1,2,3

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

## Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	2	28
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	2	2	4
8	Midterm Exam	2	2	4
9	Quiz	0	0	0
10	Homework	1	4	4
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	6	6
16	Final Exam	1	2	2

