

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

Prerequisites and co-requisites	None
Language of instruction	Turkish
Type	Elective
Level of Course	Bachelor's
Lecturer	
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	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.
Contents of the Course	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

