

İndirilme Tarihi

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GRF112 - GRAPHIC DESIGN I - Meslek Yüksekokulu - Tasarım Bölümü

General Info

Objectives of the Course

To provide the methods of solution of problems encountered in the process of project implementation original ideas in the field of corporate identity design by auction and understanding

Course Contents

The corporate identity design, Emblem / Logo, business cards, letterhead, envelope, pocket folder, promotional items, poster, flyer, Brochure / Catalog, Packaging Design.

Recommended or Required Reading

Gratik atölye ve laboratuvarları, çizim masası, internet, bilgisayar ve donanımları, tasarım programları.

Planned Learning Activities and Teaching Methods

Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method

Recommended Optional Programme Components

Increase visual perception

Instructor's Assistants

There is no teaching assistant teaching the course.

Presentation Of Course

Face to face practice in computer laboratory.

Dersi Veren Öğretim Elemanları

Inst. Bülent Bilgin

Program Outcomes

1. Can the corporate identity design
2. Can design the Emblem / Logo
3. Can design the business cards, letterhead, envelope

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Form research and draft design studies and critiques with the support of graphic programs related to the determined corporate identity. https://www.youtube.com/watch?v=OTEWK_A7dmU&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfGQQX&index=16		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Corporate identity design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Can the corporate identity design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.
2	Logo draft design studies and critiques with the support of form research and graphic programs related to the logo and emblem with a determined subject. https://www.youtube.com/watch?v=euAoLlxCSAg&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfGQQX&index=17		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Emblem / Logo design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Can design the Emblem / Logo. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.
3	Corporate identity draft design studies and critiques with the support of form research and graphic programs related to the company with a determined subject. https://www.youtube.com/watch?v=DaiHKOjb_Lk&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfGQQX&index=18		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Business card, letterhead, envelope design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Can design the business cards, letterhead, envelope. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
4	Form research related to the company with a determined subject and pocket file draft design studies and critiques with the support of graphic programs. https://www.youtube.com/watch?v=MjX5HST4G-g&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=19		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Pocket folder design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Pocket folder design work. Students will implement the assignments, bring them to the visualization/presentation stage, and critique them.
5	Promotional draft design studies and critiques with the support of form research and graphic programs related to the company with a determined subject. https://www.youtube.com/watch?v=Lrf7Ymw33VQ&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=20		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Promotional product design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Promosyon ürün tasarımı. Ödevlerin öğrenciler tarafından uygulanması, görselleştirilmesi/sunum aşamasına getirilmesi ve kritik yapılması.
6	Poster draft design studies and critiques with the support of form research and graphic programs related to the company with a determined subject. https://www.youtube.com/watch?v=6C-eyOVC2C8&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=21		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Poster design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Poster design. Students will implement the assignments, visualize/present them, and critique them.
7	Form research and flyer draft design studies and critiques with the support of graphic programs related to the company with a determined subject https://www.youtube.com/watch?v=aSVVkemdM7E&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=22		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Flyer design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Flyer design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.
8	Midterm exam draft design studies and critiques with the support of form research and graphic programs related to the company with a determined subject. https://www.youtube.com/watch?v=3jmM2A6VQ9U&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=23		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Topic Review and Midterm Exam	Topic Review and Midterm Exam
9	Brochure, catalog draft design studies and critiques with the support of form research and graphic programs related to the company with a determined subject. https://www.youtube.com/watch?v=Tz8llsBRS-k&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=24		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Brochure / Catalogue Design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Brochure / Catalogue Design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.
10	Brochure, catalog draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject https://www.youtube.com/watch?v=I5A2GF-SnbA&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=25		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Brochure / Catalog Design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Brochure / Catalog Design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.
11	Konusu belirlenmiş firma ile ilgili form araştırmaları ve grafik programlar desteği ile broşür, katalog taslak tasarım çalışmaları ve kritikleri https://www.youtube.com/watch?v=40z8OBEwlzs&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=26		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Brochure / Catalog Design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Brochure / Catalog Design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.
12	Form research on the product with a determined subject and styling draft design studies and critiques with the support of graphic programs. https://www.youtube.com/watch?v=T_Sp-aweFg&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfG0QX&index=27		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Stylization work. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Stylization work. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
13	Form research on the product with a determined subject and styling draft design studies and critiques with the support of graphic programs. https://www.youtube.com/watch?v=o1laLTFpor8&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfGqOQX&index=28		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Stylization work. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Stylization work. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.
14	Form research on the product with a determined subject and with the support of graphic programs, draft design studies and critiques on the packaging https://www.youtube.com/watch?v=_K17k9oVsJQ&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfGqOQX&index=29		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Packaging Design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.	Packaging Design. The assignments are implemented by the students, brought to the visualization/presentation stage and critiqued.
15	General Evaluation. https://www.youtube.com/watch?v=KpkPXg4fCCs&list=PLWctyKyPphPg3Y-DjLuu8yLgEuNHfGqOQX&index=30		Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	General Evaluation.	General Evaluation.

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Ders Öncesi Bireysel Çalışma	5	5,00
Ders Sonrası Bireysel Çalışma	5	5,00
Ara Sınav Hazırlık	1	1,00
Final Sınavı Hazırlık	1	1,00
Ev Ödevi	5	5,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00
Performans Ödevi	0,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	5	3	5	5	5	5	5	4	5	3	5	5	5	5	5
L.O. 2	5	3	5	5	5	5	5	4	5	3	5	5	5	5	5
L.O. 3	5	3	5	5	5	5	5	4	5	3	5	5	5	5	5

Table :

- P.O. 1 :** Mesleği ile ilgili temel, güncel ve uygulamalı bilgilere sahip olur.
- P.O. 2 :** İş sağlığı ve güvenliği, çevre bilinci ve kalite süreçleri hakkında bilgi sahibi olur.
- P.O. 3 :** Mesleği için güncel gelişmeleri ve uygulamaları takip eder, etkin şekilde kullanır.
- P.O. 4 :** Mesleği ile ilgili bilişim teknolojilerini (yazılım, program, animasyon vb.) etkin kullanır
- P.O. 5 :** Mesleki problemleri ve konuları bağımsız olarak analitik ve eleştirel bir yaklaşımla değerlendirme ve çözüm önerisini sunabilme becerisine sahiptir.
- P.O. 6 :** Bilgi ve beceriler düzeyinde düşüncelerini yazılı ve sözlü iletişim yolu ile etkin biçimde sunabilir, anlaşılır biçimde ifade eder.
- P.O. 7 :** Alanı ile ilgili uygulamalarda karşılaşılan ve öngörülemez karmaşık sorunları çözmek için ekip üyesi olarak sorumluluk alır.
- P.O. 8 :** Kariyer yönetimi ve yaşam boyu öğrenme konularında farkındalığa sahiptir.
- P.O. 9 :** Alanı ile ilgili verilerin toplanması, uygulanması ve sonuçlarının duyurulması aşamalarında toplumsal, bilimsel, kültürel ve etik değerlere sahiptir.
- P.O. 10 :** Bir yabancı dili kullanarak alanındaki bilgileri takip eder ve meslektaşları ile iletişim kurar.
- P.O. 11 :** Grafik ve görsel tasarım için ihtiyaç duyulan görsel, renk ve tipografi tanımlar ve uygular.
- P.O. 12 :** Grafik / görsel tasarım teknolojilerini ve tasarım süreçlerini gerçekleştirir.
- P.O. 13 :** Grafik / Görsel Tasarımı ve entegrasyonunu gerçekleştirir
- P.O. 14 :** Yaşam boyu öğrenmenin gerekliliği bilinciyle alanındaki teknolojik ve bilimsel gelişmeleri izleyebilir ve kendini sürekli yenileyebilir.
- P.O. 15 :** Türkiye Cumhuriyeti tarihi ve Atatürk İlkeleri ve İnkılapları hakkında bilgi sahibi olur
- L.O. 1 :** Kurumsal kimlik tasarımı yapabilir.
- L.O. 2 :** Amblem / Logo tasarlayabilir.
- L.O. 3 :** Kartvizit, antetli kâğıt, zarf tasarlayabilir.