

Design Department / Design Department /						
Course Code	Course Name	Teoretical	Practice	Laboratory	Credits	ECTS
GRF215	COMMUNICATION	2.00	0.00	0.00	2.00	3.00
Course Detail						
Course Language	: Turkish					
Qualification Degree	: PreBachelor					
Course Type	: Optional					
Preconditions	: Not					
Objectives of the Course	: This course aims to introduce the fundamental principles of graphic design through communication theories and processes, enabling students to develop effective and creative designs using visual communication tools. Students will understand the role of graphic design in communication and combine theoretical knowledge with practical application.					
Course Contents	: The communication process and the concept of visual communication, The role of graphic design in communication, Basic design principles (balance, contrast, rhythm, emphasis, harmony, etc.), Communicating with typography and type, Color theory and its emotional effects, Icons, symbols, and visual metaphors, Communication-focused designs such as posters, magazine covers, and advertising visuals, Graphic design applications for digital and social media, Ensuring visual integrity with the message, Project-based applications (campaign design, poster, social media post, etc.)					
Recommended or Required Reading	: Workshop, computers and equipment, design programs. Kipphan, H. (2001). Handbook of Print Media: Technologies and Production Methods. Springer. Ambrose, G. & Harris, P. (2012). Printing and Printmaking. Bicer, E. (2019). İletişim ve Grafik Tasarım. - https://dergipark.org.tr/tr/pub/ijhar/issue/77452/1326067 - https://dergipark.org.tr/tr/pub/fesa/issue/28680/288407 - https://sssjournal.com/files/sssjournal/c03cb77f-d61c-4161-a08f-763d49516e03.pdf - https://asosjournal.com/?mod=makale_tr_ozet&makale_id=36464 - https://www.idildergisi.com/makale/pdf/1661064377.pdf - https://smartofjournal.com/files/smartjournal/1d304f6f-4f29-481a-a2ef-d5eea2238bf8.pdf - http://mtod.mebnet.net/sites/default/files/Afiş%20Tasarımı.pdf - https://www.idildergisi.com/makale/pdf/1588075427.pdf - https://www.linkedin.com/pulse/afis-tasarlarken-nelere-dikkat-edilmelidir-faruk-taşdemir/ - https://asrjournal.org/files/asrjournal/26af63d3-e4df-4cf3-a5a2-9039229200c1.pdf - https://journalofsocial.com/?mod=makale_tr_ozet&makale_id=61629 - https://jshsr.org/index.php/pub/article/view/1018 - https://www.sanategitimidergisi.com/makale/pdf/1615962081.pdf - https://www.jocress.com/farkli-disiplinlerdeki-grafik-tasarim-dersi-almis-olan-ogrencilerin-hedef-kitle-ve-renk-konulari-hakkindaki-farkindalik-duzeyi-korku-ve-cizgi-film-afisi-ornegi_113					
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	: They should develop their skills in design, target audience relations, the opportunities provided by today's technologies, and design relations.					
Course Instructors	: Öğr. Gör. Bülent Bilgin					
Instructor's Assistants	: There is no teaching assistant.					
Presentation Of Course	: Face to face practice in computer laboratory.					
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Dosya İndirilme Tarihi	: 9/8/2025					

Course Outcomes
Upon the completion of this course a student :
1 Can create designs by synthesizing knowledge in the fields of art and design.
2 Can design a product/work or process that will meet problems and requirements.
3 Can produce designs related to current issues by following them closely.

Preconditions						
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Weekly Contents						
	Teoretical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1. Week	*Communication process, concept of visual communication. Theoretical explanation, assignment to students, research week.			*Sample studies. Theoretical explanation, assignment to students, research week.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://dergipark.org.tr/tr/pub/ijhar/issue/77452/1326067	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method
2. Week	*The role of graphic design in communication. Students' implementation of homework assignments, visualization/presentation, and critique.			*Visual analysis. Design implementation work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://dergipark.org.tr/tr/pub/fesa/issue/28680/288407	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method
3. Week	*Basic design principles. Students will implement, visualize/present, and critique assignments.			*Workshop. Design application work. Application/visualization of assignments by students, presentation stage, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://sssjournal.com/files/sssjournal/c03cb77f-d61c-4161-a08f-763d49516e03.pdf	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
4. Week	*Communication through typography. Students' implementation of assignments, visualization/presentation, and critique.		*Typographic poster design. Design implementation work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://asosjournal.com/?mod=makale_tr_ozet&makale_id=36464	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
5. Week	*Color and psychology. Students' implementation of assignments, visualization/presentation, and critique.		*Color-focused poster. Design application work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.idildergisi.com/makale/pdf/1661064377.pdf	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
6. Week	*Icons, symbols and metaphors. Students' implementation of homework assignments, visualization/presentation, and critique.		*Visual metaphor design. Design implementation work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://smartofjournal.com/files/smartjournal/1d304f6f-4f29-481a-a2ef-d5eea2238bf8.pdf	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
7. Week	*Print media designs. Students will implement, visualize/present and critique their assignments.		*Magazine cover/poster design. Design implementation work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. http://mtod.mebnet.net/sites/default/files/Afiş%20Tasarımı.pdf	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
8. Week	*Topic Review and Midterm Exam.		*Topic Review and Midterm Exam.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject.	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	
9. Week	*Print media designs. Students will implement, visualize/present and critique their assignments.		*Magazine cover/poster design. Design implementation work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.idildergisi.com/makale/pdf/1588075427.pdf	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
10. Week	*Design for digital media. Students will implement, visualize/present, and critique assignments.		*Social media post. Design implementation work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.linkedin.com/pulse/afiş-tasarırken-nelere-dikkat-edilmelidir-faruk-taşdemir/	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
11. Week	*Campaign design. Students will implement the assignments, visualize/present them, and critique them.		*Group work. Design application work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://asrjournal.org/files/asrjournal/26af63d3-e4df-4cf3-a5a2-9039229200c1.pdf	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
12. Week	*Message and visual integrity. Students' implementation of assignments, visualization/presentation, and critique.		*Critique session. Design implementation work. Students implement/visualize assignments, bring them to the presentation stage, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://journalofsocial.com/?mod=makale_tr_ozet&makale_id=61629	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
13. Week	*Project development. Students' implementation of homework assignments, visualization/presentation, and critique.		*Workshop. Design application work. Students' implementation/visualization of assignments, presentation, and critique.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://jshsr.org/index.php/pub/article/view/1018	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
14. Week	*Project development. Students' implementation of homework assignments, visualization/presentation, and critique.		*Workshop. Students will implement/visualize their assignments, bring them to the presentation stage, and critique them.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.sanategitimidergisi.com/makale/pdf/1615962081.pdf	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3

	Teoretical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
15. Week	*General Evaluation.		*General Evaluation.	*Poster draft design studies and critiques with the support of form research and graphic programs related to the product with a determined subject. https://www.jocress.com/farkli-disiplinlerdeki-grafik-tasarim-dersi-almis-olan-ogrencilerin-hedef-kitle-ve-renk-konulari-hakkindaki-farkindalik-duzeyi-korku-ve-cizgi-film-afisi-ornegi_113	*Telling Method, Showing and Doing Method, Problem Solving Method, Question and Answer, Self-Study Method	

Assesment Methods %
1 Ara Sınav : 40.000
3 Final : 60.000

ECTS Workload				
Activities	Count	Time(Hour)	Sum of Workload	
Vize	1	1.00	1.00	
Final	1	1.00	1.00	
Ders Öncesi Bireysel Çalışma	6	6.00	36.00	
Ders Sonrası Bireysel Çalışma	5	5.00	25.00	
Ara Sınav Hazırlık	1	1.00	1.00	
Final Sınavı Hazırlık	1	1.00	1.00	
Ödev	5	5.00	25.00	
Total : 90.00				
Sum of Workload / 30 (Hour) : 3				
ECTS : 3.00				

Program And Outcome Relation															
	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	0
L.O. 2	5	3	5	5	5	5	5	4	5	3	5	5	5	5	0
L.O. 3	5	3	5	5	5	5	5	4	5	3	5	5	5	5	0
Average	5.00	3.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	3.00	5.00	5.00	5.00	5.00	0

BEWARE OF PLAGIARISM Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person's ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarılama Talebi : Engel durumuna ilişkin herhangi bir uyarılama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevşehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.