

<b>Course Description</b>	
Course Code	YS 425
Course Name	GRAPHIC DESIGN AND APPLICATIONS
Prerequisite Courses	
Language of the Course	The English
Course Coordinator	
Instructor(s)	
Course Assistants	
The aim of the course	This course is an introduction to the art of graphic design. The course's aim is to teach the fundamental principles of graphic design and how these principles operate in successful design solutions by the help of dynamic visual examples and practices.
Course Content	This course is an introduction to the art of graphic design. The course's aim is to teach the fundamental principles of graphic design and how these principles operate in successful design solutions by the help of dynamic visual examples and practices.

<b>Weekly Course Content</b>	
Week 1	Introduction to the Course
Week 2	Communication and Graphic Design
Week 3	Introduction; Defining the Language of Design
Week 4	Graphic Design Principles
Week 5	Graphic Design Principles
Week 6	Design Process
Week 7	Research in Graphic Design
Week 8	Midterm Exam
Week 9	Logo Design
Week 10	Corporate Identity Design
Week 11	Desk Top Publishing
Week12	Poster Design
Week 13	Other Design Applications (Book Cover Design, Multi-Page Design, Packaging etc.)
Week 14	Design for Internet
Week 15	Final Exam

<b>Course Learning Outcomes</b>	
1	Learn basic graphic design elements.
2	Understand to apply graphic design principles
3	Learn to develop creative thinking
4	Be able to create unique solutions for different design problems

<b>Contribution of the Course to Program Qualifications</b>			<b>Contribution Level</b>
01	The student will have the ability to apply analytical approach, mathematics and science knowledge in software and engineering issues.		2
02	The student will have the ability to identify, define, formulate and solve a problem in software and computer systems.		2
03	The student will have gains scientific research skills in software and engineering problems, has the ability to design a system, part or process.		2
04	The student will have the ability to use the design capability, techniques and tools required for engineering applications.		3
05	The student will have the ability to design, implement and interpret experimental work and software projects by analyzing the results.		2
06	The student will have the ability to work between disciplines and teamwork.		4
07	The student will have the ability to work in international environments and adapt to different cultures.		3
08	The student will have verbal and written communication skills in Turkish and English.		2
09	The student will have the awareness of the necessity of lifelong learning and the ability to realize it.		1
10	The student will gain knowledge of legal issues with the awareness of professional and ethical responsibility.		2
11	The student will have managerial skills (leadership, organization, time and risk management, quality awareness, efficiency, etc.).		2
12	The student will have the ability to participate in social activities, to acquire regular sports habits and to use time in the best way.		2
13	The student will have the ability to find unusual ways and produce projects.		4
14	The student will have professional self-confidence, being an entrepreneur and taking initiative.		3
15	It is sensitive about the problems of the age and looks after the national interests.		1

<b>ECTS WORKLOAD</b>			
	<b>Number</b>	<b>Duration (hours)</b>	<b>Number*Duration</b>
Face to face education	14	2	28
Out-of-class study time (pre-study, reinforcement)	0	0	0
Homeworks	4	5	20
Presentation / Seminar preparation	4	1	4
Quizzes	0	0	0
Preparation for midterm exams	1	7	7
midterm exams	2	4	4
Project (Semester assignment)	1	8	8
Lab	0	0	0
field work	0	0	0
Preparation for the final exam	1	15	15
Semester final exam	1	2	2
Research	0	0	0
<b>TOTAL WORKLOAD</b>			<b>88</b>
<b>ECTS</b>			<b>3</b>

<b>Evaluation</b>		
<b>SEMESTER EVALUATION</b>	<b>Number</b>	<b>Contribution Percentage</b>
Midterm	1	20
Quiz	0	0
Homework	4	20
<b>SEMESTER TOTAL</b>		<b>40</b>
Contribution rate of mid-term evaluations to success		40

Contribution rate of the final exam to success		60
<b>GRAND TOTAL</b>		<b>100</b>

<b>RESOURCES</b>	
Textbook	1. Arntson, Amy E. (2012). Graphic Design Basics. Wadsworth Cengage Learning. (e-book) 2. Elden, Müge (2005). Şimdi Reklamlar. İstanbul: İletişim Yayınları 3. Landa, Robin (2014). Graphic Design Solutions, Fifth Edition. Wadsworth Cengage Learning. (e-book)
Helpful Resources	