

Course Description						
Name	Code	Semester	T+A Hour	Credit	ECTS	
READINGS in SEMIOTICS of ARCHITECTURE and URBAN SPACE		KTP4215209	Spring Semester	2+0	2	4
Prerequisites Courses						
Recommended Elective Courses						
Language of Instruction	Turkish					
Course Level	First Cycle (Bachelor's Degree)					
Course Type	Elective					
Course Coordinator	Assist.Prof. Mustafa ERDEM					
Name of Lecturer(s)	Lect.Dr. Gözdem AYSU					
Assistant(s)						
Aim	The design process in the urban dimension or building performance is a process in which life is sustained by structuring multifaceted information sources from different disciplines together. In this context, the purpose of this topic is; It is to inform about the medium and break in the "coding of identity" of space design, which is a "visual communication tool", through "visual perception" and "semiotic reading".					
Course Content	This course contains; 1. Week Introducing the purpose, operation and outcomes of the course, explaining the visual communication and perception processes and describing their relationship with urban space and architecture.,2. Week Introduction to visual communication and visual perception with discussion on examples from different disciplines,3. Week Conceptual explanation of the subject of Visual Perception. Describing the perception process through Gestalt theory. Reinforcing the concept through examples,4. Week Conceptual expression of the subject of visual communication. Describing the relationship between the concepts of communication and space,5. Week Conceptual expression of semiotics,6. Week Providing introductory information on the semiotic analysis of space,7. Week Practice and examples on the semiotic analysis of space,8. Week Discussion through visual and audio examples regarding the semiotic analysis of architecture and urban space.,9.Week Urban space and architecture semiotic analysis examples presentation preparation,10.Week Preparing student presentations on urban space and architectural semiotic analysis examples,11. Week Making student presentations on urban space and architectural semiotic analysis examples,12. Week Discussing and making corrections on student presentations of urban space and architectural semiotic analysis examples.,13. Week Making student presentations on urban space and architectural semiotic analysis examples,14. Week Making student presentations on urban space and architectural semiotic analysis examples..					
Course Learning Outcomes			Teaching Methods	Assessment Methods		
Gains theoretical and practical knowledge about the functioning of the visual perception process. Gains information about the visual communication design process. Learns the communication language of space as a visual communication tool and establishes the relationship between space-design-target audience.				A, E		
Teaching Methods						
Assessment Methods			A: Traditional Written Exam, E: Homework			
Lecture Schedule						
Sequence	Topics	Preliminary Preparation				
1	1. Week Introducing the purpose, operation and outcomes of the course, explaining the visual communication and perception processes and describing their relationship with urban space and architecture.					
2	2. Week Introduction to visual communication and visual perception with discussion on examples from different disciplines					
3	3. Week Conceptual explanation of the subject of Visual Perception. Describing the perception process through Gestalt theory. Reinforcing the concept through examples					
4	4. Week Conceptual expression of the subject of visual communication. Describing the relationship between the concepts of communication and space					
5	5. Week Conceptual expression of semiotics					
6	6. Week Providing introductory information on the semiotic analysis of space					
7	7. Week Practice and examples on the semiotic analysis of space					
8	8. Week Discussion through visual and audio examples regarding the semiotic analysis of architecture and urban space.					
9	9.Week Urban space and architecture semiotic analysis examples presentation preparation					
10	10.Week Preparing student presentations on urban space and architectural semiotic analysis examples					
11	11. Week Making student presentations on urban space and architectural semiotic analysis examples					
12	12. Week Discussing and making corrections on student presentations of urban space and architectural semiotic analysis examples.					
13	13. Week Making student presentations on urban space and architectural semiotic analysis examples					
14	14. Week Making student presentations on urban space and architectural semiotic analysis examples.					
Evaluation Methods		Weight(%)				
Midterm Exam		50				
General Exam		50				

Resources

- Uçar, T. F. (2004), Görsel İletişim ve Grafik Tasarım, İnkılap Yay. İstanbul.
Turgut E. (2013), Grafik Dil ve Anlatım Biçimleri, Anı Yayıncılık, Ankara.
Ambrose, G., Harris, P. (2012), Grafik Tasarımın Temelleri, Literatür Yayınları, İstanbul.
Becer, E. (2005), İletişim ve Grafik Tasarım, Dost Kitabevi, İstanbul.
Taşcıoğlu, M. (2013), Bir Görsel İletişim Platformu Olarak Mekân, YEM Yayın.
Weill, A. (2007), Grafik Tasarım, Yapı Kredi Yayınları, İstanbul.
Rasmussen, S.,E., (2022), Arketon Yayınları, İstanbul.
Corbusier, L. (2022), Şehircilik, Arketon Yayınları, İstanbul.
De Fusco, R. (2020), Kitle İletişim Aracı Olarak Mimarlık, Arketon Yayınları.
Zevi, B. (2021), Mimarlığı Görebilmek, Arketon Yayınları.