

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**CREATIVE IDEA and AESTHETIC in ART**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
CREATIVE IDEA and AESTHETIC in ART	HR2152240	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Ebru Gamze IŞIKSAÇAN				
<b>Name of Lecturer(s)</b>	Assist.Prof. Ebru Gamze IŞIKSAÇAN				
<b>Assistant(s)</b>					
<b>Aim</b>	To define affiliation between Art-Esthetics and Design, to develop creative awareness and competence in esthetic style, to provide multi-task thinking and observation capability				
<b>Course Content</b>	This course contains; What is art?,Creativity in Art, the elements on which it is based and its basic dimensions,Creative thinking production styles and three-dimensional intelligence model, divergent thinking-convergent thinking model,The Seven Stages of the Artistic Creation and Design Process,Intellectual Activities and Visual Perception in the Creative Process,The Phenomenon of Color and Object-Subject Relations in the Process of Artistic Creation,Ways to see a picture; Creative Vision.,Definition and basic concepts of aesthetics. Elements that determine aesthetic value.,Visualizing essentials: Illustrator,Illustrator: Tools,Illustrator: Tools,Originality in association and preparation of drafts in the creative process,Visualizing idea of art,Visualizing idea of art.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Analyzes events and objects from a multidimensional perspective.			19, 29, 4, 9	A	
Understands the stages of generating original ideas.			11, 15		
Understands visual patterns.			19, 21		
Relates chains of association through works of Visual Art.			12, 19, 21	R	
Interprets the visual transformations of concepts.			2, 21, 3, 6	E	
Explains the concepts of art.			10, 16	A, B, D, G	
Classifies the styles changing between periods.			10, 9	A, B, D, G	
Designs creative images.			29, 6	E, F	
<b>Teaching Methods</b>	10: Discussion Method, 11: Demonstration Method, 12: Problem Solving Method, 15: Role Play and Drama Technique, 16: Question - Answer Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 21: Simulation Technique, 29: Semantic Features Analyses Table , 3: Problem Baded Learning Model, 4: Inquiry-Based Learning, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, B: Short Answer Exam, D: Oral Exam, E: Homework, F: Project Task, G: Quiz, R: Simulation-Based Evaluation				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	What is art?	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
2	Creativity in Art, the elements on which it is based and its basic dimensions	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
3	Creative thinking production styles and three-dimensional intelligence model, divergent thinking-convergent thinking model	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
4	The Seven Stages of the Artistic Creation and Design Process	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
5	Intellectual Activities and Visual Perception in the Creative Process	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
6	The Phenomenon of Color and Object-Subject Relations in the Process of Artistic Creation	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
7	Ways to see a picture; Creative Vision.	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
8	Definition and basic concepts of aesthetics. Elements that determine aesthetic value.	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
9	Visualizing essentials: Illustrator	Book to Read: Kagan S.Moisseej, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008			
10	Illustrator: Tools	Çil Nafi, Mimarlık ve Resim Sanatında Yaratıcı Süreç, Yem Yayınları, İstanbul 2011.			
11	Illustrator: Tools	Çil Nafi, Mimarlık ve Resim Sanatında Yaratıcı Süreç, Yem Yayınları, İstanbul 2011.			
12	Originality in association and preparation of drafts in the creative process	Çil Nafi, Mimarlık ve Resim Sanatında Yaratıcı Süreç, Yem Yayınları, İstanbul 2011.			
13	Visualizing idea of art	Çil Nafi, Mimarlık ve Resim Sanatında Yaratıcı Süreç, Yem Yayınları, İstanbul 2011.			
14	Visualizing idea of art	Çil Nafi, Mimarlık ve Resim Sanatında Yaratıcı Süreç, Yem Yayınları, İstanbul 2011.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

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**Resources**

1. Kagan S.Moissey, Estetik ve Sanat Notları, Çev: Aziz Çalışlar, Karakalem Kitapevi, İzmir, 2008.
2. Çil Nafi, Mimarlık ve Resim Sanatında Yaratıcı Süreç, Yem Yayınları, İstanbul 2011.
3. Kırıçoğlu, Olcay Tekin, Sanat Kültür Yaratıcılık, Pegem Akademi, Ankara, 2009.
4. Sungur, Nuray, Yaratıcı Düşünce, İstanbul, Evrim Yayınevi, İstanbul, 1997.
5. Akarsu, Akarsu, Yaratıcı Düşünme Sanatı, Cinius Yayınları, İstanbul, 2018.
6. Özcan, Ali Osman, Alгідan Yorumu Yaratıcı Düşünce, Avcıol Basım Yayın, İstanbul, 2000.
7. Burkus, David, Yaratıcılık Mitleri, Nobel, Ankara, 2015.
8. Foster, Jack, Fikir Nasıl Bulunur, MediaCat, İstanbul, 2017.
9. Parsil, Ümit, Sanatta Yaratıcılık, An Kitap, An Kitap, 2012.
10. Edi: Babacan Bursalı, Meryem, Sanatta Hafızanın Biçimleri, Küre Yayınları, İstanbul, 2017
11. Yıldız Demirtaş, Vesile, Yaratıcı ve Farklı Düşünmeye Giden Yol: Scamper, Ankara, 2020
12. Carr-Gomm Sarah, Sanat- Sanatın Gizli Dili, Çev: Lizet Deadato, İnkılap, İstanbul, 2014
13. N. Lynton, Modern Sanatın Öyküsü, Çev: Cevat Çapan, Remzi, İstanbul, 1982.
14. De Bolla Peter, Sanat ve Estetik, Çev: Koş Kubilay, Ayrıntı Yayınları, İstanbul, 2012 .
15. Özözer, Yekta Özcan, Yaratıcı Düşünmenin 27,5 Yöntemi, MediaCat, İstanbul, 2017.16. Sunat, Haluk, Psikanalitik Duyarlılık Bakışla Yaratıcı Tavrı, NotaBene Yayınları, İstanbul, 2019
17. Robinson, G.& Rundell, J. Tahayyül Gücünü Yeniden Düşünmek, Kültür ve Yaratıcılık, Ayrıntı Yayınları, İstanbul, 1999
18. May, Rollo, Yaratma Cesareti, Metis Yayınları, İstanbul, 2021.
19. Tanilli, Server, Yaratıcı Aklın Sentezi, Cumhuriyet Kitapları, İstanbul, i 2014