

**School of Fine Arts Design and Architecture / Industrial Design**

**2023 - 2024 Academic Year**

**DESIGN FUNDAMENTALS I**

**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>
DESIGN FUNDAMENTALS I	EUT1124510	Fall Semester	2+4	4	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>	Assoc.Prof. Aysun Ferrah GÜNER				
<b>Name of Lecturer(s)</b>	Assist.Prof. Özge CEYLAN ESEN				
<b>Assistant(s)</b>	Res. Asst. Güliz S. Kabasoğlu				
<b>Aim</b>	The main objective of this course is to provide students an understanding about the basic language, elements and principles of design. This course introduces the basics of design language, visual expression and creative problem solving.				
<b>Course Content</b>	This course contains; The elements and principles of design, ,Design elements; Point, line, direction, plane, volume; ,Design elements; Shape-figure; ,Visual communication and visual perception, ways of generating certainty in the composition, closeness, similarity, differentiation (symmetry), transparency; ,Shape-ground expressions, depth (covering and transparency), linearity, effective environment, shape-ground relations,Design elements; Measure, ratio, interval; ,Design elements; Texture, ,Design elements; Color; Hot, cold colors, complementary color pairs; ,Design elements; Movement / staticness / dynamism, light, shadow; ,Design principles (repetition, harmony, contrast); ,Design principles (hierarchy); ,Design principles; (Unity, balance, domination); ,Design principles: repetition, diversity, direction, harmony, emphasis, contrast, dominance, symmetry / asymmetry / balance, unit / whole, texture, organization, composition, figure-ground relation, hierarchy,Field work on design elements and principles.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Defines the design concept.			10, 12, 16, 19, 9	D	
Applies design principles and elements.			16, 19, 2, 37, 5	D, F	
Creates compositions with design principles and elements.			10, 12, 14, 16, 18, 19, 2		
Transforms abstract and concrete concepts into two- and three-dimensional compositions.			37, 5, 6, 9	A, D, E	
Develops two and three dimensional compositions.			10, 14, 18, 19, 5, 9	D, F	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 14: Self Study Method, 16: Question - Answer Technique, 18: Micro Teaching Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 37: Computer-Internet Supported Instruction, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	The elements and principles of design,				
2	Design elements; Point, line, direction, plane, volume;				
3	Design elements; Shape-figure;				
4	Visual communication and visual perception, ways of generating certainty in the composition, closeness, similarity, differentiation (symmetry), transparency;				
5	Shape-ground expressions, depth (covering and transparency), linearity, effective environment, shape-ground relations				
6	Design elements; Measure, ratio, interval;				
7	Design elements; Texture,				
8	Design elements; Color; Hot, cold colors, complementary color pairs;				
9	Design elements; Movement / staticness / dynamism, light, shadow;				
10	Design principles (repetition, harmony, contrast),				
11	Design principles (hierarchy)				
12	Design principles; (Unity, balance, domination);				
13	Design principles: repetition, diversity, direction, harmony, emphasis, contrast, dominance, symmetry / asymmetry / balance, unit / whole, texture, organization, composition, figure-ground relation, hierarchy				
14	Field work on design elements and principles				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		50			
General Exam		50			

<b>Resources</b>
To be distributed by the lecturer.Güngör, İ. Hulusi., Temel Tasar, Genişletilmiş 3. Baskı, Bilgisayar Destekli Baskı ve Reklam Hizmetleri, İstanbul, 2005 Ching, F.D.K., Mimarlık: Biçim, Mekan ve Düzen, Yem Yayınevi, İstanbul, 2010 Divanlıoğlu H. Demir., Tasar'ın Öçe ve İlkeleri, Birsen Yayınevi, İstanbul, 1997 Gürer, L., Gürer G., Temel Tasarım, Birsen Yayınevi, İstanbul, 2004 Denel, B., Temel Tasarım ve Yaratıcılık, ODTÜ Mimarlık Fak. Basım, Ankara, 1981 Graves, M., The Art of Color and Design, Mc Graw-Hill, Newyork, 1951 H.Yakup Öztuna, 2008, Görsel İletişimde Temel Tasarım, Pandora Yayınevi Vitruvius, Mimarlık üzerine on kitap, 2000, Şevki Vanlı Mimarlık Vakfı Mitoloji Sözlüğü, Azra Erhat, 2004, Remzi Kitabevi Erol Turgut. Grafik Dil ve Anlatım Biçimleri. Ankara: Anı Yayıncılık.