

School of Fine Arts Design and Architecture / Industrial Design

2023 - 2024 Academic Year

PROFESSIONAL ENGLISH for INDUSTRIAL DESIGNERS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PROFESSIONAL ENGLISH for INDUSTRIAL DESIGNERS	EUT3215327	Spring Semester	2+0	2	3
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Seher Oya AKMAN				
Name of Lecturer(s)	Lect. Aslı BÜYÜKBEŞE BARAN				
Assistant(s)					
Aim					
Course Content	This course contains; Introduction to the terminology,Email Writing: Informal VS. Formal,Education: Cover letters and portfolio design,Career plan: Applying for a job,Business Correspondence,Job Interview,Presentation: "Three parts of presentations",Brand Management and Public Face,Information Design: "Giving feedback and editing design.",Design Movements 1: Arts and Crafts, Art Nouveau, Art Deco,Design Movements 2: Bauhaus, De Stijl, Modernism, Post Modernism,Interactive Design,Innovation and the Evolution of Industry,Describing Staging in a Process.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
			14, 18, 9		
			10, 18, 9	H	
			10, 12, 14, 19, 37, 9		
			10, 12, 14, 16, 19, 9		
			10, 19, 9		
			14, 18, 37, 9		
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 14: Self Study Method, 16: Question - Answer Technique, 18: Micro Teaching Technique, 19: Brainstorming Technique, 37: Computer-Internet Supported Instruction, 9: Lecture Method				
Assessment Methods	H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to the terminology				
2	Email Writing: Informal VS. Formal				
3	Education: Cover letters and portfolio design				
4	Career plan: Applying for a job				
5	Business Correspondence				
6	Job Interview				
7	Presentation: "Three parts of presentations"				
8	Brand Management and Public Face				
9	Information Design: "Giving feedback and editing design."				
10	Design Movements 1: Arts and Crafts, Art Nouveau, Art Deco				
11	Design Movements 2: Bauhaus, De Stijl, Modernism, Post Modernism				
12	Interactive Design				
13	Innovation and the Evolution of Industry				
14	Describing Staging in a Process				
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			

Resources