

School of Fine Arts Design and Architecture / Industrial Design
2023 - 2024 Academic Year
SEMANTICS in DESIGN
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SEMANTICS in DESIGN	EUT2241190	Spring Semester	2+0	2	2
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Fahrettin Ersin ALACA				
Name of Lecturer(s)	Assist.Prof. Fahrettin Ersin ALACA				
Assistant(s)					
Aim	1. Developing theoretical thinking2. Developing analytical thinking3. Exploring the semantic qualities of Industrial Design4. Application of this data to design				
Course Content	This course contains; ,,,,,,,,,,Final Exam.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Explains design's roles in social sciences			10, 9	A, E	
Have an insight into analytical reporting on design's meaning based on visuality.			10, 9	A, E	
Explains the history of linguistic based design theory			10, 9	A, E	
When analyzing design projects, recognizes structural elements of consumer culture			10, 9	A, E	
Teaching Methods	10: Discussion Method, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14	Final Exam				
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			

Resources	
To be distributed by lecturerEndüstri Tasarımında Güçlendirilmiş Bilgi İletimi ve Sembol kullanımındaki Temel İkelere Sistematik bir Yaklaşım, Oya Şenocak (PhD Thesis)	
The Psychology of Everyday Things, Donald A.Norman	