

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

PAGE DESIGN

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PAGE DESIGN	YMİ2110534	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Yusuf ÖZKIR				
Name of Lecturer(s)	Lect. İslam ŞENSÖZ				
Assistant(s)					
Aim	With the current techniques offered by the developing technology, it designs pages using the tools that have become a necessity in desktop publishing, teaches techniques and prepares applications.				
Course Content	This course contains; Definition of desktop publishing. Tools used. Contribution of digital tools to design.,Page design and layout definition. Design in desktop publishing.,Introduction to page design.,Examples of designs in various sizes. Page designs of materials such as books, magazines, posters, brochures, catalogs.,Page layout, historical development and changes, image and color, title, text, font, text structure.,Types of page layouts, page sizes, formats.,Continuation of page layout types, page sizes, formats.,Considerations when designing a page.,Page layout by publication type, local examples, world examples.,Page design applications with Photoshop.,Layout applications with InDesign program.,Page design in mobile environment (Adobe Comp),Workflow between Adobe applications, synchronized work. Applications..				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Students can place their design in accordance with the content.			11, 6, 9	A, E, F	
Can use additional tools in desktop publishing.			11, 6, 8, 9	E, F	
While designing pages for newspapers, magazines etc. they can work within the visual arts discipline.			11, 12, 6, 9	E, F	
Has the necessary software knowledge about page design.			6, 9	E, F	
Can evaluate design projects critically and make improvements based on feedback.			11, 6	A, E, F	
Teaching Methods	11: Demonstration Method, 12: Problem Solving Method, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Definition of desktop publishing. Tools used. Contribution of digital tools to design.	Verilen kaynağın ilgili bölümünün izlenmesi			
2	Page design and layout definition. Design in desktop publishing.	Verilen kaynağın ilgili bölümünün izlenmesi			
3	Introduction to page design.	Watching the relevant part of the given resource			
4	Examples of designs in various sizes. Page designs of materials such as books, magazines, posters, brochures, catalogs.	Watching the relevant part of the given resource			
5	Page layout, historical development and changes, image and color, title, text, font, text structure.	Watching the relevant part of the given resource			
6	Types of page layouts, page sizes, formats.	Watching the relevant part of the given resource			
7	Continuation of page layout types, page sizes, formats.	Watching the relevant part of the given resource			
8	Considerations when designing a page.	Watching the relevant part of the given resource			
9	Page layout by publication type, local examples, world examples.	Watching the relevant part of the given resource			
10	Page design applications with Photoshop.	Watching the relevant part of the given resource			
11	Layout applications with InDesign program.	Watching the relevant part of the given resource			
12	Page design in mobile environment (Adobe Comp)	Watching the relevant part of the given resource			
14	Workflow between Adobe applications, synchronized work. Applications.	Watching the relevant part of the given resource			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
Kleon, Austin. Bir Sanatçı Gibi Araklayın. İstanbul: Butik Yayıncılık ve Kişisel Gelişim, 2012.	
Gavin Ambrose , Paul Harris , Grafik Tasarım Temelleri Seti, Literatür Yayıncılık	
Gavin Ambrose , Paul Harris , Mehmet Emir Uslu (Çevirmen), Grafik Tasarımın Temelleri 2. Basım, Literatür Yayıncılık	
Gavin Ambrose , Paul Harris , Adnan Tepecik (Çevirmen) , Murat Devrim Atılğan (Çevirmen), Yaratıcı Tasarımın Temelleri, Literatür Yayıncılık	
Steven Heller , Veronique Vienne , Bengisu Bayrak (Çevirmen), Grafik Tasarımı Değiştiren 100 Fikir, Literatür Yayıncılık	
F. Soner MAZLUM, Masaüstü Yayıncılık: Tasarım ve Basım Teknolojisine Giriş, Ankara: Gazi Kitapevi, 2006	
Brain P. LAWLER, Masaüstü Yayıncılık ve Basım Klavuzu, İstanbul: Alfa Basım Yayım, 2006	
Rudolf Arnheim, 2004, Art and Visual Perception: A Psychology of the Creative Eye.	
William Lidwell, 2010, Universal Principles of Design	
M. Sezai TÜRK, Niyazi KANSU ve Bünyamin CİYLAN, Masaüstü Yayıncılıkta Baskı Öncesi Hazırlık ve Photoshop Uygulamaları, Gazi Kitabevi, Ankara, 2007 Hayri Yanık,	
Masaüstü Yayıncılık, İstanbul: Dönence Basım ve Yayın, 2004	
Kağıt baskı üzerinde yaratıcı uygulama teknikleri. Basım Teknolojisi. (Dr.G.Gülnuş Gültekin. Gazi Ün.). TC. Milli Eğitim. Bak. MEGEP Projesi Meslek Yayınları. Baskı öncesi ve sonrası graik tasarım eğitimi. (T.C. Milli Eğitim Bak. Yayınları).Pdf dökümanları. Sunumlar.	