

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM129	Basic Design	1	1	1	0	2	5

Prerequisites

Admission Requirements

Language of Instruction Turkish

Course Type Elective

Course Level Bachelor Degree

Objective

In this primary step of design education, by considering the differences of design and art, elements, principals and tools of design will be taught through lectures and practical studies.

Basic elements, principals and tools for any two dimensional, three dimensional, motion or interactive design media are included in the scope of the course.

This course, which constitutes the basis for any kind of design and art education, has been modified due to the needs of the participants who are students at communication faculty.

1.cours: Introduction to Basics of Design

2.cours: Elements of Design: Conceptual  
Point, Line, Plane, Volume

3.cours: Elements of Design: Visual  
Shape-Form, Light-Shade  
Principals of Design: Figure-Ground  
Design Tools: Abstraction

4.cours: Field Study

5.cours: Elements of Design: Visual  
Colour- Value  
Principals of Design: Balance

6.cours: Elements of Design: Visual  
Texture-Pattern  
Principals of Design: Harmony  
Design Tools: Repetition

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7.cours: Field Study

8.cours: Elements of Design: Relational  
Direction-Position-Size-Gravity  
Principals of Design: Rithym-Emphasis  
Design Tools: Gradition

9.cours: Elements of Design: Practical  
Representation-Meaning-Fuction-Structure  
Design Tools: Hierarchie-Radiality-Centrality-  
Concetricity-Axiality-Grid

10. cours: Designing 3D

11.cours: Designing with Text: Typography

12. cours: Designing with Text: Typography

13. cours: Introduction to Interactive Design

14.cours: Field Study

- Graham, I. (2002) Basics of Design: Layout and Typography for Beginners, Delmar.

## References

- Ambrose, G. ve Harris, P. (2003) The Fundamentals of Creative Design, AVA Publishing.

- Ambrose, G. ve Harris, P. (2005) Color, AVA Publishing.

## Theory Topics

### Week

### Weekly Contents

- 1 Introduction to Basics of Design
- 2 Elements of Design: Conceptual
- 3 Elements of Design: Visual Principals of Design: Figure-Ground Design Tools: Abstraction
- 4 Field Study
- 5 Elements of Design: Visual Principals of Design: Balance
- 6 Elements of Design: Visual Principals of Design: Harmony Design Tools: Repetition
- 7 Field Study
- 8 Elements of Design: Relational Principals of Design: Rhythm-Emphasis Design Tools: Gradation
- 9 Elements of Design: Practical Design Tools: Hierarchy-Radiality-Centrality- Concentricity-Axiality-Grid
- 10 Designing 3D
- 11 Designing with Text: Typography
- 12 Designing with Text: Typography
- 13 Introduction to Interactive Design
- 14 Field Study