

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

Content	<p>1.cours: Introduction to Basics of Design</p> <p>2.cours: Elements of Design: Conceptual Point, Line, Plane, Volume</p> <p>3.cours: Elements of Design: Visual Shape-Form, Light-Shade Principals of Design: Figure-Ground Design Tools: Abstraction</p> <p>4.cours: Field Study</p> <p>5.cours: Elements of Design: Visual Colour-Value Principals of Design: Balance</p> <p>6.cours: Elements of Design: Visual Texture-Pattern Principals of Design: Harmony Design Tools: Repetition</p> <p>7.cours: Field Study</p> <p>8.cours: Elements of Design: Relational Direction-Position-Size-Gravity Principals of Design: Rithym-Emphasis Design Tools: Gradition</p> <p>9.cours: Elements of Design: Practical Representation-Meaning-Fuction-Structure Design Tools: Hierarchie-Radiality-Centrality-Concentricity-Axiality-Grid</p> <p>10. cours: Designing 3D</p> <p>11.cours: Designing with Text: Typography</p> <p>12. cours: Designing with Text: Typography</p> <p>13. cours: Introduction to Interactive Design</p> <p>14.cours: Field Study</p>
References	<p>- Graham, I. (2002) Basics of Design: Layout and Typography for Beginners, Delmar.</p> <p>- Ambrose, G. ve Harris, P. (2003) The Fundementals of Creative Design, AVA Publishing.</p> <p>- Ambrose, G. ve Harris, P. (2005) Color, AVA Publishing.</p>

### Theory Topics

Week	Weekly Contents
1	Introduction to Basics of Design
2	Elements of Design: Conceptual

Week	Weekly Contents
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: Rithym-Emphasis Design Tools: Gradition
9	Elements of Design: Practical Design Tools: Hierarchie-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