COURSE SYLLABUS						
Course Title	**Course Code**	**Semester**	**Course Hour/Week**		**Credit**	**ECTS**
Studio 6	INDD302	2	**Theory** 2	**Practice** 8	6	7
Course Type	**Compulsory Courses**	**Department Elective**	**Faculty Elective**	**University Elective**	**CoHE (YÖK) Compulsory**	**Other**
	x					
Level of Course	**Associate Degree (Short Cycle)**		**Undergraduate (First Cycle)**		**Graduate / Doctoral (Second / Third Cycle)**	
			x			

Language of Instruction	English

Course Instructor(s)	Asst. Prof. Dr. Burcin SALTIK	E-mail: burcin.saltik@arucad.edu.tr Office: FM-OFF02
Course Objectives	Aims to teach the evaluation ability of industrial product changes and evolution caused by different factors. It enables the students to develop design projects through a progressive process and arrive final version or prototype of the designed product.	
Course Learning Outcomes	**Students To Do: Teaching Methods Evaluation Methods** Remembering: Identify and describe basic visual elements and principles of graphic representation. Emphasis on process oriented exercises and continuous feedback. Workshop, Class discussions, sketching. Identify a significant market or societal need and kick-start their project by developing a design brief. Understanding: Explain the relationship between sketching, isometric and perspective composition, and communication in design.Demonstrations and Visual Lectures: Introduction to freehand, technical, and compositional techniques Class discussions, weekly classwork's and homeworks's assignments. To be able to independently produce a design concept following the requirements of the given brief, and develop it into a product. Applying: Apply freehand drawing techniques to represent design ideas accurately and expressively. Weekly Practice, Assignment documentation	

	and observation drawing In class composition drawing and classwork's and homeworks's assignments. To produce preliminary sketches as well as detailed explanatory ones. Analyzing: Evaluate and improve drawings through consideration of scale, proportion, and visual balance. Encourage reflective learning and collaborative improvement Peer critiques, instructor feedback sessions. To develop technical skills for building a virtual 3D computer model of the design product and its concept assembly. Evaluating: Critically assess presentation methods and justify visual communication choices. One on One Consultations; Individual progress guidance and targeted feedback Midterm portfolio submission/ Final portfolio submission. Present a complete final proposal based on proper research and concrete data. Creating: Produce cohesive poster design presentations integrating multiple drawing and representation techniques.Workshop, focusing on proportion, perspective, and visual hierarchy Midtermsubmission / Final design and portfolio submission. To produce hand-made actual scale model of the design product using the 3D computer model concept assembly.
Course Content	**Brand Identity and Marketing** This sixth-semester studio students exhibit their proficiency in independently developing articulated product design concepts for a given design brief and technical skills in building a virtual 3D computer model of their concept assembly and understand the mentality for a competition.

COURSE OUTLINE / SCHEDULE			
Week	**Topic**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
1	Introduction to the course and the studio's topic.	T	Search the related topics

2	Design proposal review and critique session.	T-P	Discussion and brainstorming. Select one topic.
3	Case studies; - Typology - Materials	T-P	Bring a design proposal.
4	Focus on brand identity Trend research and definition	T-P	Brand research and selection.
5	Working on sketches and main concept.	T-P	Preparing of the initial concept.
6	Working on sketches and main concept	T-P	Preparing of the initial concept.
7	Working on sketches and main concept	T-P	Preparing of the initial concept.
8	Class Work: Working on the design on shape and form, considering different purposes and Midterm.	P	Complete all your works, presentations. Prepare for finishing the project within all necessary components of the design process.

9	Mid-term feedback and corrections	T-P	Implementation of the initial concept.
10	Human perception + principles of ergonomics: customer needs, user experience…	T-P	Research.
11	Focus materials and techniques	T-P	Research.
12	2D technical drawings	P	Sketches implementation.
13	2D technical drawings	P	Sketches implementation.
14	Rendering and 3D views shots	P	2D drawings corrections.
15	Rendering and 3D views shots	P	2D drawings corrections.
16	Final presentation + boards review first control.	P	Students presentation and final board preparation.
17	**FINAL EXAM**		

Required Course Material(s) / Reading(s)/ Text Book(s)	• Kalb, P. R. (2013). *Art since 1980: Charting the contemporary*. Laurence King Publishing. Call Number: N6497.K362013 • Saville, L., & Stoddard, B. C. (2008). Design secrets: *Furniture: 50 real-life projects uncovered*. Rockport Publishers. Call Number: NK2260.S267 2006 • Lesko, J. (2008). Industrial design: *Materials and manufacturing guide (2nd ed.)*. John Wiley & Sons. Call Number: TS171.4.L472008
Recommended Course Material(s)/ Reading(s) /Other	• Bürdek, B. E. (2005). Design: *History, theory and practice of product design*. Birkhäuser. ISBN: 978-3764370299 • Cane, K. (2012). *Making and drawing*. A&C Black. ISBN: 978-1408134511. • Ching, F. D. K. (2014). *Interior design illustrated (3rd ed.).* Wiley. ISBN: 978-1118090718 • Hoadley, R. B. (2000). *Understanding wood: A craftsman's guide to wood technology*. Taunton Press. ISBN: 978-1561583584

- Manzini, E. (2015). *Design, when everybody designs: An introduction to design for social innovation*. MIT Press. ISBN: 978-0262028608
- Miller, R. (2012). *Design + environment: A global guide to designing greener goods*. Fairchild Books. ISBN: 978-1874719434
- Norman, D. A. (2013). *The design of everyday things: Revised and expanded edition.* Basic Books. ISBN: 978-0465050659
- Papanek, V., & Hennessey, J. (1973). *Nomadic furniture: D-I-Y projects that are lightweight & light on the environment*. Pantheon. ISBN: 978-0764330247
- Postell, J. (2012). *Furniture design (2nd ed.).* Wiley. ISBN: 978-1118090787.
- Rawsthorn, A. (2018). Design as an attitude. JRP|Ringier. ISBN: 978-3037645215
- Rittel, H. W. J., & Webber, M. M. (1973). *Dilemmas in a general theory of planning*. Policy Sciences, 4(2), 155–169. DOI:10.1007/BF01405730

ASSESSMENT

Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term	1	30
Quiz		
Assignment	1	10
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL	3	100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES							
No	**PROGRAMME LEARNING OUTCOMES**	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
1	Understand knowledge of industrial design principles, design methodologies, history, aesthetics, form & function and product development processes.					x
2	Explain the properties of materials, manufacturing technologies, and production methods used in industrial product design					x
3	Understand ergonomics, and user-centered design concepts in product development				x	
4	Understand sustainability principles, environmental impacts, and life-cycle considerations in industrial design			x		
5	Analyze design problems, user needs, and market requirements to develop appropriate product design solutions.					x
6	Generate creative product concepts using sketching, ideation techniques, and visual exploration methods.				x	
7	Develop product designs using digital tools, 3D modeling, and rendering software					x
8	Develop prototypes or models to evaluate product functionality, usability, and aesthetics.				x	
9	Communicate design ideas effectively through sketches, technical drawings, models, and professional presentations.			x		
10	Work effectively in multidisciplinary teams during product design and development processes.			x		
11	Manage design projects considering production constraints, market needs, and economic feasibility.			x		
12	Demonstrate professional responsibility, ethical awareness, and commitment to sustainable design practices.				x	

ECTS / STUDENT WORKLOAD				
ACTIVITIES	**NUMBER**	**UNIT**	**HOUR**	**TOTAL (WORKLOAD)**
Course Teaching Hour (X weeks * total course hours)	16	1	10	160
Preliminary Preparation and self- study				
Mid-Term	1	1	10	10
Quiz				
Assignment	1	1	5	5
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1	1	10	10
Other				
TOTAL WORKLOAD				185
TOTAL WORKLOAD / 25				7.4
ECTS				7

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life. Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	x
	SDG 5: Gender Equality	x
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	x
	SDG 9: Industry, Innovation and Infrastructure	x
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	x
	SDG 13: Climate Action	x
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	x

ASSESSMENT DETAILS AND EVALUATION CRITERIA:
Final grades will be determined based on the course learning activities and the assessment details for the final examination or project, as outlined below, in accordance with the University's Education and Examination Regulations. Students are required to attend at least 70% of the classes. The maximum allowable absenteeism is 30%.

Midterm: 40% Final: 60%	
PREPARED BY	Asst. Prof. Dr. Burcin Saltik.
UPDATED	September 2023, September 2024, February 2025, February 2026.
APPROVED	