ARUCAD
Arkin University
of Creative Arts and Design

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	**Practice**		
Vectorial Drawing	VCDE211	III	2	2	3	5

Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	YES	-	-	-	-	-

Level of Course	Associate Degree (Short Cycle)	Undergraduate (First Cycle)	Graduate/ Doctoral (Second /Third Cycle)
	-	Yes	-

Language of Instruction	English

Course Instructor(s)	Görkem Esengöl	E-mail : gorkem.esengol@arucad.edu.tr Office : N/A, contact via teams if you want to meet me for questions
Course Objectives	Students are introduced to vectorial drawing techniques in this course. The first part of the course teaches students how to draw simple geometric shapes using a variety of vector shape-making tools. Students will be required to either redraw or develop original graphic design elements such as patterns, icons, symbols, emblems, logos, perspective drawings, and even vector character designs as they progress through the course and learn to produce increasingly complicated forms. Producing cutting edge vector graphics is this course's primary goal.	
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Example Verbs Used: Students will identify and define key terms and tools used in vectoral drawing, list the steps involved in creating vector	Demonstration and Direct instruction technique	Project submission with certain criteria in

	shapes and compositions, recall basic techniques and functions within vector-based software, choose appropriate tools and methods for specific design tasks, and describe the process of building clean, scalable illustrations through anchor points and paths.		design expecting to be met, criteria exam is design quality, efficiency with tools and overall document management
	Example Verbs Used: Explain (Explains) Summarize (Summarizes, tells briefly) Interpret (Comments, Discusses) Compare (Compares, indicates differences) Giving Examples (Examples, Applications)		
	Example Verbs Used: Students will apply vector drawing techniques to create digital illustrations, plan and design compositions using layers and grids, calculate dimensions and alignments to ensure precision in layout, explain their design process by showing step-by-step progress and illustrating tool use, and organise vector elements systematically for efficient editing and scalability.	Demonstration and Direct instruction technique	Project submission with certain criteria in design expecting to be met, criteria exam is design quality, efficiency with tools and overall document management
	Example Verbs Used: Students will decompose complex vector illustrations into fundamental shapes and layers, classify drawing tools and techniques according to their functions and outcomes, examine the structure and alignment of vector elements for consistency and efficiency, criticise vector artwork using established design principles and software proficiency, and establish cause-and-effect relationships between tool usage, design choices, and the overall effectiveness of the composition.	Demonstration and Direct instruction technique	Project submission with certain criteria in design expecting to be met, criteria exam is design quality, efficiency with tools and overall document management
	Example Verbs Used: Students will produce and design original vector illustrations tailored to specific themes or briefs, develop hypotheses about how certain design choices impact visual communication, plan and structure	Demonstration and Direct instruction technique	Project submission with certain criteria in design expecting to be

	vector compositions through wireframes or sketches, synthesise shapes, colours, and typography into cohesive designs, and bring innovation to their work by inventing unique styles or creating alternative visual solutions using vector tools.		met, criteria exam is design quality, efficiency with tools and overall document management
	Example Verbs Used: Students will criticise vector illustrations based on visual design principles and technical execution, compare different vector styles and techniques to highlight strengths and weaknesses, support their design choices with clear explanations and references to design theory, make informed decisions regarding layout, colour, and tool use in their compositions, and evaluate the effectiveness of their vector designs by analysing outcomes and interpreting user or instructor feedback.	Demonstration and Direct instruction technique	Project submission with certain criteria in design expecting to be met, criteria exam is design quality, efficiency with tools and overall document management
Course Content	- Introduction to vectorial drawing ideas and techniques using Adobe Illustrator - Using Transform and Pathfinder menus and related capabilities to create complicated forms, symbols, and emblems from simple shapes - Applying colour palettes, gradients, transparencies, colouring tools, and other elements to vector graphic colouring - Utilising powerful drawing tools for producing intricate vector graphics - Creating texts and titles with type tools. Simple digital typography. - Making use of both vector and raster graphics. - Producing sophisticated vector graphics		

COURSE OUTLINE/SCHEDULE			
Week	**Topic**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
1	Introduction to Vectorial Drawing via Adobe Illustrator and what is a vector.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
2	Stoke and fill for vectoral drawing,	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html

	Creating basic shapes, pathfinding and transform menus, re-sizing graphics.		Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
3	Importing raster images, using layers and artboards. Drawing and re-drawing symbols, emblems and logos.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
4	Pen tools and related menus. Advanced transform menus. Drawing and re-drawing symbols, emblems and logos.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
5	Appearance and transparency menus + Effect menu introduction. Masking. Drawing infinite vector shapes.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
6	Color swatches, color guide and gradients. Live Paint techniques.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
7	Midterm Preparation	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
8	Midterm Exam	Midterm	
9	Color wheel and basic Color Theory in Digital.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
10	Type tools and related tools. Open type. Graphic styles. Digital Typography.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
11	Digital Typography and Tracing images.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html

			Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
12	Perspective drawing tools, patterns, symbols, brushes.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
13	Effects on both vector and raster graphics. Print preparation and output.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
14	Advanced vector illustrations: 3D applications in Illustrator.	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
15	Portfolio Preparation	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
16	Final Preparation	T/P	https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka
17	Final Exam Week	Final	

Required Course Material(s) / Reading(s)/ Text Book(s)	• **Library Catalogue number:** **Materials:** USB or HDD (Hard Disk) • **Optional:** Laptop with Adobe software installed. (Adobe Illustrator) • **Reading Material:** Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka

Recommended Course Material(s)/ Reading(s) /Other	**Recommended Sites:** Adobe Illustrator Shortcuts: https://helpx.adobe.com/illustrator/using/default-keyboard-shortcuts.html **Website for transferring files:** https://wetransfer.com/

ASSESSMENT		
Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term	1	30
Quiz	-	-
Assignment	1	15
Project	-	-
Field Study	-	-
Presentation / Seminar	1	15
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	40
TOTAL		100

	CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5-highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.		X			
2	Knows the principles and elements of basic design.					X
3	Knows the history, theories and theorists of visual communication.		X			
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.				X	

5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.			X		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.					X
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity					X
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.					X
9	Applies visual communication design techniques with design technologies in developing and changing media environments.					X
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.					X
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.					X
12	Has the ability to use research methods and techniques in the field of Visual Communication.			X		
13	Has the competence to research, plan, implement and report during the project phase.				X	
14	Has the competence to establish the connection between design and aesthetic values.					X
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.				X	
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.			X		
17	Has the skills and competence to turn their designs into a portfolio document and present them.		X			
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.	X				
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.	X				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	**NUMBER**	**UNIT**	**HOUR**	**TOTAL (WORKLOAD)**
Course Teaching Hour (X weeks * total course hours)	15		4	60
Preliminary Preparation and self- study	15		1	15
Mid-Term	1		20	20
Quiz	-		-	-
Assignment	1		12	12

Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		25	25
Other	-		-	-
TOTAL WORKLOAD	-		-	132
TOTAL WORKLOAD / 25				5.28
ECTS				5

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 you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:
Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University. Throughout the course, students will learn the theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course. During the class sessions, participation is a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement. 70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Görkem Esengöl
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APPROVED	