

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hours/Week		Credit	ECTS
Fundamentals of Communication	GAME104	2	Theory 2	Practice 2	3	4
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	X	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English
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Course Instructor(s)	Ali Çağan Uzman	E-mail: ali.uzman@arucad.edu.tr	
Course Objectives	This course will provide all the information about the basics of creating and designing characters suitable for 2-dimensional environments or part of a narrative, story, or script in digital productions such as computer animation, advertising, video games, TV series and etc. Students will also work on personality and facial expression, acting potential, implied movement, and stylization		
Course Learning Outcomes	Students will be able to:	Teaching Methods	Evaluation Methods
	Plan and design 2D character concepts through ideation, research, and references	Project-Based Learning	mid-term and final submission
	Apply anatomy, proportion, and pose fundamentals to character sketches	Project-Based Learning	mid-term submissions

Course Content	Produce a complete character sheet from different angles.	Project-Based Learning	final submission
	Integrate lighting, shading, and color theory into the final character artwork	Project-Based Learning	final submission
<ul style="list-style-type: none"> ● Understanding the fundamentals of gesture drawing and body movement ● Exploring basic forms: boxes, spheres, and cylinders in character construction ● Research and reference gathering for visual development ● Building personality through silhouette and body shape Thumbnail sketching techniques and shape exploration ● Designing with appeal and exaggeration in mind ● Head-to-body proportion and stylization choices ● Developing character turnarounds: front, side, and back views ● Applying materials: rendering skin, fabric, metal, and other surfaces in 2D ● Creating color keys for character design variations ● Lighting theory: adding depth and form with shadows and highlights 			

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Exploring the fundamentals of character design. Analyzing strong examples across games and animation, and discussing what makes a character visually iconic and memorable.	T	
2	Shape Language & Sketching: Introduction to digital sketching in Photoshop. Learning how to design characters from core geometric shapes (circles, squares, and triangles) to convey personality and function.	T/P	No reading is required.
3	Value & Material Studies: Working exclusively in grayscale to master shading and volume. Developing three distinct characters by combining different shape languages with specific materials (e.g., glass, moldy/grassy, and metallic).	T/P	Figure Drawing: Design and Invention P 9 - P 60
4	Introduction to Vector Art: Transitioning from raster sketches to crisp vector graphics using Adobe Illustrator CC. Learning the basics of the	T/P	Figure Drawing: Design and Invention P 9 - P 62 - 87

	pen tool and shape building to trace and refine your character designs.		
5	Polishing Vector Characters: Elevating your vector art. Adding sophisticated lighting, shading, and texture to give the flat vector characters depth and a professional finish.	T/P	Lecturer's Slides and Notes
6	The Neva Challenge: Adapting to an established art style. Designing an alternative main protagonist and a brand-new enemy character specifically tailored to the beautiful, atmospheric aesthetic of the game Neva.	T/P	Figure Drawing: Design and Invention P 9 - P 92 - 223
7	Character Boards & T-Poses: Organizing artwork professionally. Creating a comprehensive character board that includes a clean T-pose (for future animation or modeling) and expression sheets.	T/P	Lecturer's Slides and Notes
8	Midterm Exam		
9	Portfolio Design for Character Artists: Strategizing how to present character designs effectively. Designing a professional, visually appealing portfolio layout dedicated to showcasing your character art.	T/P	Lecturer's Slides and Notes
10	RPG Character Concepts: Kicking off the final RPG project! Developing rapid character design sketches based on a provided RPG scenario, producing at least three distinct visual variations for each character.	T/P	Lecturer's Slides and Notes
11	Game Branding & Icons: Merging character design with graphic design. Creating a vector-based game logo and designing cohesive character icons/avatars for the player interface	T/P	Lecturer's Slides and Notes
12	World & Character Integration: Designing a thematic game map that fits the RPG scenario and finalizing the polished character boards for your chosen heroes and enemies.	T/P	Lecturer's Slides and Notes
13	UI & Splash Art: Integrating characters into the game's interface. Designing mock UI screens and composing a dynamic, highly polished piece of splash art featuring your characters in action.	T/P	Lecturer's Slides and Notes

14	Promotional Assets: Getting ready for "launch." Creating engaging promotional visuals, such as Steam store banners and capsules, that prominently feature your character art to attract players.	T/P	Lecturer's Slides and Notes
15	Final Exam Week	T	

Required Course Material(s) / Reading(s) / Text Book(s)	<i>"Figure Drawing: Design and Invention"</i> by Michael Hampton (Library of Congress Catalog Number: 2009934443 , ISBN-13: 978-0615272818)
Recommended Course Material(s) / Reading(s) / Other	<i>"Figure Drawing: Design and Invention"</i> by Michael Hampton (Library of Congress Catalog Number: 2009934443 , ISBN-13: 978-0615272818) <i>"Force: Dynamic Life Drawing for Animators"</i> by Michael D. Mattesi (Library of Congress Catalog Number: 2002114896 , ISBN-13: 978-0240808451) <i>"Drawing the Head and Hands"</i> by Andrew Loomis (Library of Congress Catalog Number: 52010224 , ISBN-13: 978-0857680976) <i>"Anatomy for Sculptors: Understanding the Human Figure"</i> by Uldis Zarins with Sandis Kondrats (Library of Congress Catalog Number: 2013277494 , ISBN-13: 978-0989932402)

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-


















Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		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	Knows the historical development of the field of communication, basic concepts, theories.		X			
2	Knows the basic concepts and terminology related to the field of game design.				X	
3	Has knowledge about the history of computer and video games and developments in this field.		X			
4	Knows game design processes and related applications.					X
5	Has the ability to utilize various disciplines such as communication, art, music, psychology, mythology, cinema, etc. in the game design process.			X		
6	Has the ability to analyze analog and digital game genres.	X				
7	Has the ability to use contemporary game engines and problem solving skills.		X			
8	Has the knowledge of questioning the game designs with an analytic and critical perspective.		X			
9	Has knowledge about media literacy.		X			
10	Has the competence to prepare projects based on ethical principles in game development processes.	X				
11	Has the competence to evaluate games as an art form.				X	
12	Has the competence to use game design concepts and methods in related fields such as design, software development and media.				X	
13	Has the competence to take part and responsibility in game development teams.	X				
14	Has the competence to collect, analyze and interpret analytical data about games and players.	X				

15	Has the competence to develop and present a digital game project by using game design practices effectively.	X				
16	Evaluates artificial intelligence applications in their 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)	17		4	68
Preliminary Preparation and self- study	15		1	15
Mid-Term	1		10	10
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		20	20
Other	-		-	-
TOTAL WORKLOAD	-		-	113
TOTAL WORKLOAD / 25				4.52
ECTS				4

ETHICAL RULES WITH REGARD TO THE COURSE
<p>Plagiarism Disclaimer</p> <p>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.</p> <p>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.</p>

	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	X
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	X
	SDG 17: Partnership for the Goals	X

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.

No delay will be accepted for the final submissions.

Important Notice: Any use of AI-generated work will not be accepted.

PREPARED BY	Ali Çağın Uzman
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APPROVED	