

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Theory of Design	VCDE 202	IV	Theory 3	Practice 0	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
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Course Instructor(s)	Can Friedrich Luckinger	E-mail : can.luckinger@arucad.edu.tr Office : TI-OFF07	
Course Objectives	The aim of the course is to introduce the most common graphic design principles and to teach how to utilise these principles in various design commissions.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Understand the terminology and concepts used in visual design disciplines.	Lectures and Readings: Introduce key terms and concepts.	Quick recall checks.
	Draw meaningful and critical connections between theoretical material and the practice of design.	Class Discussions: Relate theory to real-world design.	Group Discussions: Observe participation and insights.

Course Content	Apply principles and theoretical approaches in their own design commissions.	Design Projects: Implement theories in practical work.	Project-Based Assessments: Grade on execution and theory integration.
	Present draft designs and respond to feedback.	Peer Reviews: Analyze drafts and provide critiques.	Peer Feedback Quality: Assess ability to give constructive critiques.
	Act on a design brief.	Brief Analysis Exercises: Break down briefs into tasks.	Project Grading: Assess alignment with the brief.
	Prepare their own design briefs.	Peer Feedback: Review each other's briefs.	Brief Quality Assessment: Grade clarity and completeness.
	<ul style="list-style-type: none"> • Conceptual design thinking • Visual perception • Elements and principles of design • Design briefing 		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to Theory of Design and Design Concepts	T	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
2	Lecture on chosen concepts. Project Assignment 1: Brainstorming, research and draft idea presentation. Re-evaluation and discussion.	T/P	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
3	Presentation and discussion over assignment submissions.	T	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011

4	Lecture on chosen concepts. Project Assignment 2: Brainstorming, research and draft idea presentation. Re-evaluation and discussion.	T/P	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
5	Presentation and discussion over assignment submissions.	T	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
6	Lecture on chosen concepts. Project Assignment 3: Brainstorming, research and draft idea presentation. Re-evaluation and discussion.	T/P	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
7	Presentation and discussion over assignment submissions.	T	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
8	Mid-Term:		
9	Lecture on chosen concepts. Project Assignment 4: Brainstorming, research and draft idea presentation. Re-evaluation and discussion.	T/P	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
10	Presentation and discussion over assignment submissions.	T	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
11	Lecture on chosen concepts. Project Assignment 5: Brainstorming, research and draft idea presentation. Re-evaluation and discussion.	T/P	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
12	Presentation and discussion over assignment submissions.	T	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
13	Lecture on chosen concepts. Project Assignment 6: Design Brief preparation within given parameters	T/P	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011

14	Presentation and discussion over assignment submissions.	T	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
15	Lecture on chosen concepts. Project assignment 7:	T/P	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
16	Presentation and discussion over assignment submissions.	T/P	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
17	Final Exam Week	T	

Required Course Material(s) / Reading(s)/ Text Book(s)	Bowers J., . (2011). Introduction to graphic design methodologies and processes. Hoboken, N.J: John Wiley & Sons. NC997 .B69 2011
Recommended Course Material(s)/ Reading(s) /Other	<p>Armstrong, H. (Ed.). (2009). <i>Graphic design theory: Readings from the field</i>. Chronicle Books.</p> <p>Lidwell, W., Holden, K., & Butler, J. (2010). <i>Universal principles of design, revised and updated: 125 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design</i>. Rockport Pub.</p>

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						
	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)	14		3	42
Preliminary Preparation and self- study	14		2	28
Mid-Term	1		25	25
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		30	30
Other	-		-	-
TOTAL WORKLOAD	-		-	125
TOTAL WORKLOAD / 25				5
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
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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	Can Friedrich Luckinger
UPDATED	24.03.2025
APPROVED	