

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Publication Design	VCDE222	II	Theory 2	Practice 2	3	5
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			

<b>Language of Instruction</b>	English
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<b>Course Instructor</b>	Assist. Prof. Dr. Mehdi Nourani	E-mail: <a href="mailto:mehdi.nourani@arucad.edu.tr">mehdi.nourani@arucad.edu.tr</a> Office : RC 113
<b>Course Objectives</b>	Focusing in the key between design and communication, this course will go through all the aspects of graphic design in a wider range by developing student's skills in presenting visuals, graphical images and contents in a professional way. One of the goals of this course is to be able to create visual identity and a well-organized structure for all sort of media mostly focusing on magazines, catalogues, books and websites.	
<b>Course Learning Outcomes</b>	<ul style="list-style-type: none"> <li>Develop student's skills to have a professional visual understanding of graphical contents while investigating methods of visual communication through designing different page layouts.</li> <li>Practice and develop computer skills using Adobe design software for image manipulation, drawings and layout designs.</li> <li>At the end of this course, students will have a professional portfolio, presenting different kinds of layouts for branding magazines, books, websites, etc.</li> </ul>	
<b>Course Content</b>	<p>Covering all the needed knowledge of the different type of branding in terms of publishing print outs as well as electronic publishing.</p> <p>From basic to advance level, students will learn to use the related software to create all sorts of layout for books, magazines, comics, journals and newspaper.</p> <p>Practice with the Adobe software to create a more effective layout and visual look to communicate with a various audience.</p> <p>Coming up with new ideas by creating graphic design elements going through shapes, typography and colour.</p> <p>Update and practice project simulation with today's actively growing publishing market.</p> <p>Experimenting both printout and e-publishing.</p>	

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to the course. <ul style="list-style-type: none"> <li>What is Publication Design?</li> <li>Understanding the type of publication by going through examples in the history of published media.</li> <li>E-publishing</li> </ul>	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.
2	<ul style="list-style-type: none"> <li>different type of layout design.</li> <li>The value of space in Design.</li> <li>Getting to know the related software Adobe InDesign.</li> <li>Understanding the Workspace</li> <li>Page and layout</li> <li>Working with Type</li> <li>Working with Graphics</li> <li>Packaging and Printing</li> </ul>	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.
3	<b>Assignment 1</b> , Simulation Book - session 1 Designing layouts for illustration books. Students will choose a subject and create a layout suitable for a book of illustration.	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.
4	<b>Assignment 1</b> , Simulation Book - session 2 <ul style="list-style-type: none"> <li>Character and Paragraph Formatting</li> <li>Packaging and Printing</li> </ul> Students need to complete their book projects and make them ready to print.	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.
5	<b>Assignment 2</b> , Simulation Brochure Students will arrange the layout and create a design for a Brochure.	T/P	Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i> . Beverly: Rockport Publishers Inc.
6	<b>Assignment 2</b> , Simulation Brochure Students will arrange the layout and create a design for a Brochure.	T/P	Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i> . Beverly: Rockport Publishers Inc.
7	<b>MIDTERM WEEK</b>	T/P	
8	<b>Assignment 3</b> , Simulation Catalogue - session 1 Students will choose a subject to create and design a Catalogue using the ability of adobe suit by combing 2 or more software.		Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i> . Beverly: Rockport Publishers Inc.
9	<b>Assignment 3</b> , Simulation Catalogue - session 2 Students will choose a subject to create and design a Catalogue.	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.

			Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i> . Beverly: Rockport Publishers Inc.
10	<b>Assignment 4</b> , Simulation Magazine - session 1 Students will start to design a magazine by dividing the sections. Research about the subject discussion about finding the suitable style and color theme.	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.  Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i> . Beverly: Rockport Publishers Inc.
11	<b>Assignment 4</b> , Simulation Magazine - session 2 Color themes, Artistic approach in layout design, Uniform design Idea sketch at pre-design stage.	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.  Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i> . Beverly: Rockport Publishers Inc.
12	<b>Assignment 4</b> , Simulation Magazine - session 3	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.  Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i> . Beverly: Rockport Publishers Inc.
13	<b>Assignment 4</b> , Simulation Magazine - session 4	T/P	Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i> . Beverly: Rockport Publishers Inc.  Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i> . Beverly: Rockport Publishers Inc.
14	FINAL	T/P	

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	<p><b>Adobe Photoshop and Adobe InDesign. External hard drive.</b></p> <ul style="list-style-type: none"> <li>Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i>. Beverly: Rockport Publishers Inc.</li> <li>Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i>. Beverly: Rockport Publishers Inc.</li> </ul>
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<b>Recommended Course Material(s)/ Reading(s) /Other</b>	<ul style="list-style-type: none"> <li>• Samara, T. (2007) <i>Publication Design Workbook: A Real-world Design Guide</i>. Beverly: Rockport Publishers Inc.</li> <li>• Poulin, R. (2018) <i>Design School: Layout: A Practical Guide for Students and Designers</i>. Beverly: Rockport Publishers Inc.</li> <li>• Jungwirth, B. (2005). <i>Editing by Design: For Designers, Art Directors, and Editors: The Classic Guide to Winning Readers</i>. Technical Communication.</li> <li>• Hurlburt, A. (1982). <i>Grid: A Modular System for the Design and Production of Newspapers, Magazines, and Books</i>. John Wiley &amp; Sons.</li> <li>• Visocky O'Grady, J., &amp; Visocky O'Grady, K. (2008). <i>The information design handbook</i>. How Books.</li> <li>• SendPoints. (2019). <i>Layout design principles for commercial design</i>. Hong Kong: SendPoints Publishing CO.</li> <li>• Guang, G., Mang., Zhao, Y. &amp; Hao, C. (2014). <i>Amazing layout design</i>. Harrow Middlesex: CYPI Press.</li> <li>• Johnson, S. (2010). <i>Where good ideas come from: the natural history of innovation</i>. New York: Riverhead Books.</li> </ul>
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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
<b>TOTAL</b>		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
Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.					*

Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					*
Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.				*	
Create an understanding of the impact and importance of visual culture in its diverse global forms.				*	
Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, alongside the theoretical analysis of visual representation in its social context).					*
Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.			*		
Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					*
Have an understanding of different eras of visual communication and its historical development.				*	
Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.					*
Understand visual cultures within a variety of past societies and contemporary and future design trends.					*
Develop the knowledge of below and above the line visual design in a commercial context.					*

#### **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 lives.

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.

#### **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 by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn 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 very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

**PREPARED BY** Dr. Mehdi Nourani

**UPDATED** 21.02.2023

**APPROVED**