ESOGÜ Electrical-Electronics Engineering Department

COURSE CODE:151225398-151245398 **COURSE TITLE:**Communication via Printed Media

Semester	**Weekly Hours**		**COURSE**			
	Theoretical	**Practical**	**Credits**	**ECTS**	**Type**	**Language**
5	3	0	3	4	Compulsory ( ) Elective (x)	Turkish ( ) English (x)

Write the credit (for non-credit courses weekly hours) below (If necessary distribute the credits.).

Math and Basic Science	**Electrical Engineering** [mark (x) if there is high design content]	**General Education**	**Humanities**
	( )		3

Assessment	**THEORETICAL-PRACTICAL COURSES**			**LABORATORY COURSES**		
Midterm	**Type**	**Number**	**%**	**Activity Type**	**Number**	**%**
	Midterm			Quiz		
	Quiz			Lab performance		
	Homework			Report		
	Project	2	60	Oral exam		
	Other (……)			Other (……)		
Final			40			
Makeup exam (Oral/Written)						

Prerequisites	None
Brief content of the course	This is a visual communication and graphic design course. First, the importance of the communication is explained then the printed media is discussed. The focus is on the graphic design that is to be printed—from pamphlets to the billboard signs.
Objectives of the course	1. to give students a better understanding of printed page design 2. to teach them the skills for the basic graphic design
Contribution of the course towards professional education	This course will improve the communication and presentation skills of students. They can use this skills in both their professional and daily lives.
Outcomes of the course	Students who complete this course successfully will learn how to use a graphic design application on the computer, design a printed page, business card, logos, stationary and incorporate graphics and text on a page, create digital illustrations and beyond these how to create a composition with a concept.
Textbook of the course	*Pocket Pal: A Graphic Arts Production Handbook*, 19th Ed. Memphis: International Paper Company, 2003.
Other reference books	1. Adobe Creative Team (2008). *Adobe Illustrator CS4 Classroom in a Book,* C.A.: Adobe Press. 2. Becer, E. (1997). *İletişim ve Grafik Tasarım,* Ankara: Dost Kitabevi Yayınları. 3. Dabner, D. (2005). *Graphic Design School: A Foundation Course in the Principles and Practices of Graphic Design,* N.J.: Wiley. 4. Carter, R. (1993). *Typographic Design: Form and Communication*, N.Y.: Wiley. 5. Craig, J. (1983). *Graphic Design Career Guide*, N.Y.: Watson-Guptill Publications. 6. Wheeler, R. A. (2003). *Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands,* N.Y.: John Wiley and Sons. 7. Bektaş, D. (1992). *Çağdaş Grafik Tasarımın Gelişimi*. İstanbul: Yapı Kredi Yayınları.
Required material for the course	

WEEKLY PLAN OF THE COURSE	
Week	**Topics**
1	Importance of Communication and Printed Media
2	Elements of Communication, Design Components
3	Introduction to Adobe Illustrator®
4	Specifying Color Modes and Color Models, Exploring Illustrator® Basics
5	Using Layers, Paths
6	Creating Digital Illustrations
7	Ability to Maintain Consistent Effects Across Media
8	Midterm
9	Midterm
10	Typography, Logotypes and Logos
11	Printing and Publishing Artworks, Paper and Digital Prepress
12	Corporate Identity Ideas
13	Brochure and Business Card Layouts
14	Integrate with Adobe InDesign® Layouts
15,16	Final

Contribution of the course to the program outcomes

NO	OUTCOMES OF THE PROGRAM	4	3	2	1
1	Adequate knowledge of mathematics, science and Electrical and Electronic Engineering; ability to practice theoretical and practical knowledge of these areas into modeling and solving problems of Electrical and Electronic Engineering				**X**
2	Ability to identify complex engineering problems in Electrical and Electronic Engineering and related fields, for this purpose having skills to formulate, select and apply appropriate methods.				**X**
3	Having skills to apply modern design methods to design a complex system, equipment or product that should work under realistic conditions and constraints and satisfy specific requirements concerning the Electrical and Electronic Engineering.				**X**
4	Having skills to develop, select and apply modern techniques and tools needed for Electrical and Electronic Engineering applications, skills to use information technology effectively.				**X**
5	Skills to design and conduct tests, collect data, analyze results, and interpret data for the experimental investigation of Electrical and Electronic Engineering problems				**X**
6	Ability to function effectively as an individual and as a member of teams within the discipline and in multidiscipline areas.			**X**	
7	Communicating effectively in oral and written form both in Turkish and English.		**X**		
8	Awareness of the necessity of lifelong learning, access to information, monitoring developments in science and technology and the ability to self-renewing		**X**		
9	Understanding of professional and ethical responsibility				**X**
10	Information on project management, change management and risk management practices, awareness on entrepreneurship, innovation and sustainable development.				**X**
11	Information about universal and societal effects of engineering applications on health, safety and environment; awareness of the legal consequences of engineering solutions.				**X**

Scale for assessing the contribution of the course to the program outcomes:

4: High **3: Medium** **2: Low** **1:None**

Name of Instructor(s):

Burcu Okcu

Signature(s):

Date: