

Bilkent University Faculty of Art, Design and Architecture
Department of Graphic Design

GRA 209: Graphic Design for Non-Majors

Instructor: Çağatay Alpay
Semester: FALL 2018-2019
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Office Hours: Tuesday & Thursday: 13:30 - 15:00

Course Description:

Extensive studio work. Basic elements, processes and fundamentals of graphic design, ways of efficient communication with image and text in analogue and digital media.

Assignments & Grades:

By the end of the semester, the final grade will depend on the following percentages:

Attendance and Participation: 15%
Assignment 01: 15%
Assignment 02: 30%
Assignment 03 - Final: 40%

Note: In the class, your participation to the discussions will be a determining factor on your final grade.

Due dates/Make-ups:

All assignments are to be completed and submitted on time. Late projects will be accepted but they will receive a lower grade.

Attendance:

You are expected to attend all class hours and to arrive on time.

If you have 3 absences your **Attendance and Participation: 15% grade** will be calculated as "0 (zero)". Official valid excuses will be accepted.

If you have 4 absences your **final grade** will be "Fx" or "Fz" or "F". Official valid excuses will be accepted.

Note: Students who have not met the minimum performance and/or attendance requirements to qualify to take the final exam receive an FZ grade before the final exams begin. Failing students who have not shown up at the final exam receive an FX grade instead of an F.

Grading Scale:

- A (4.0):** Outstanding work.
- A- (3.7):** Very high quality work.
- B+ (3.3):** High quality work. Substantially higher than average abilities.
- B (3.0):** Very good work that satisfied goals of the project; clear and convincing solutions that is unique.
- B- (2.7):** Good work, above average.
The basic problems posed in the project is solved individually
- C+ (2.3):** Just above average.
- C (2.0):** Average. Original assignment approached but is not developed further.
- C- (1.7):** Passing but below good academic standing.
- D+ (1.3):** Below average.
- D (1.0):** Lacks of full understanding and commitment. Little or no participation.
- F (0.0):** The problem and the concepts are failed to be understood.

Recommended Books:

Design Elements : Understanding the Rules and Knowing When to Break Them. By: Samara, Timothy. Edition: Second edition. Gloucester : Rockport Publishers. 2014. eBook.

Graphic Design, Referenced : A Visual Guide to the Language, Applications, and History of Graphic Design. By: Gomez-Palacio, Bryony; Vit, Armin. Beverly, Mass: Rockport Publishers. 2009. eBook.

The Graphic Design Idea Book : Inspiration From 50 Masters. By: Heller, Steven; Anderson, Gail. London: Laurence King Publishing. 2016. eBook.

Playing with Color : 50 Graphic Experiments for Exploring Color Design Principles. By: Mehl, Richard. Digital edition Language: English, Database: Harvard Library Bibliographic Dataset. 2013. eBook.

Design Elements Typography Fundamentals : A Graphic Style Manual for Understanding How Typography Affects Design. By: Cullen, Kristin. Beverly, MA : Rockport Publishers. 2012. eBook.

WEEKLY SCHEDULE:

W 01

Course Content, Weekly Schedule

Lecture: What is graphic design? An Introduction

W 02

Lecture: Seeing Form and Space

Classwork: Form: The dot, The line, Geometric and Organic form

Classwork: Space: Static and Dynamic, Symmetry and Asymmetry, Structure, Positive and Negative Space

W 03

Lecture: The Study of Form

Classwork: From Abstract to Figurative: Constructing a Pictogram

W 04

Lecture: The Study of Form

Classwork: Letterform and Monogram

Assignment 01: Personal Monogram
"DUE DATE IS WEEK 06".

W 05

Work in Progress: Assignment 01

W 06

Lecture: The Study of Space

Classwork: Proportional Spatial Relationships, Compositional Contrast, Contrast in Symmetry, Visual Hierarchy

W 07

Lecture: Introduction to Typography:

Style Classifications, Visual Variations, Type Size, Spacing and Kerning, Typeface

Lecture: Mechanics of Text:

Paragraph Width, Leading, Allignment, Justification, Grid System

W 08

Classwork: Page Layout Design and Grid System

Assignment 02: Magazine Design
"DUE DATE IS WEEK 11".

W 09

Classwork: Design Elements of Magazine Cover

Work in Progress: Assignment 02

W 10

Lecture: Color Fundamentals:

Wheel of Colors, Color Sets; RYB, RGB, CMYK, Primary, Secondary and Tertiary Colors

Work in Progress: Assignment 02

W 11

Lecture: The Media and Methods of Image:

Photography, Illustration, Drawing and Painting, Graphic Translation, Collage, Type as Image

Assignment 03: Visual Metaphor in Poster Design
"DUE DATE IS FINAL WEEK".

W 12

Work in Progress: Assignment 03 - Final

W 13

Work in Progress: Assignment 03 - Final

W 14

Final project drafts and final critique on class.