



## ECTS COURSE INFORMATION FORM

School/Faculty/Institute	Faculty of Arts, Design and Architecture
Program	B.Sc. in Architecture, B.Sc. in Interior Architecture
	Required

Course Code	FADA 111
Course Title in English	Visual Communication I
Course Title in Turkish	Görsel İletişim I
Language of Instruction	English
Type of Course	Flipped Learning, Studio
Level of Course	Undergraduate
Semester	Spring
Contact Hours per Week	Lecture: Recitation: Lab: Other: 4
Estimated Student Workload	100 hours per semester.
Number of Credits	4 ECTS
Grading Mode	Standard Letter Grade
Pre-requisites	
Expected Prior Knowledge	
Co-requisites	None
Registration Restrictions	Only Undergraduate Students
Overall Educational Objective	To communicate visually and use operative actions as tools for designing and communicating a space.
Course Description	<p>The act of visual communication is an extremely powerful process in terms of architectural design. By following an array of layers which include sketching and modeling techniques, spatial relations, effects, environmental strategies and social strategies, form set of exercises that trigger the notion of design awareness. Trying to arrive to design awareness is a sort of analysis, which one immediately makes, as the analysis focuses and produces both models and diagrams and sketches of geometries, materials, colors, circulation... These representations are not only quantifications but also qualifications of existing components of space.</p> <p>Simultaneously these operational actions abstract the notion of spatial formation to its most essential terms, allowing a clear and expressive approach in the generation, and illustration of abstract spatial intentions, demonstrating increased critical thinking skills.</p>
Course Description in Turkish	<p>Görsel iletişim çalışmaları mimari tasarım için güçlü bir süreçtir. İçerisinde eskiz yapma ve maket teknikleri, mekansal ilişkiler, etkiler, çevresel ve sosyal stratejiler de olmak üzere kurgulanan bir katmanlar seçkisi, tasarım konusunda farkındalık yaratacak bir takım çalışmalar oluşturmaktadır. Tasarım farkındalığında erişilmeye çalışılan nokta, kişinin hızlıca üretebileceği bir tür analiz biçimidir. Bu analiz, geometrilerin, malzemelerin, renklerin, hareketin; modelleri, diagramları, eskizleri vs. üzerine odaklanır ve bunları üretir. Bu temsiller, mekanın bileşenlerinin sadece ölçülebilir özellikleri üzerine değil aynı zamanda kalitesi üzerinedir.</p>
Course Learning Outcomes and Competences	<p>Upon successful completion of the course, the learner is expected to be able to:</p> <ol style="list-style-type: none"><li>1. understand the powerful role of visual communication techniques for architectural representation;</li><li>2. represent qualities and quantities of the existing environment by freehand sketches, diagrams, mappings;</li></ol>

- 3. express ideas by means of freehand graphical methods;
- 4. read technical drawings and represent the design by technical drawings;
- 5. use the graphics to produce publication in digital medium by means of hybrid representations.

Relation to Program Outcomes and Competences: N=None S=Supportive H=Highly Related

Program Outcomes and Competences	Level N/S/H	Assessed by Exam, HW, Seminar.
1. Ability to read, write and speak effectively in Turkish and English, equivalent to a B2 European Language Passport Level in English.	S	
2. Ability to question and interpret ideas considering diverse points of view; gather and use data, develop concepts related to people, places and the environment, and make individual decisions.	H	HW
3. Ability to use appropriate graphical methods including freehand and digital drawing techniques, (ECDL advanced) in order to develop ideas in addition to communicate the process of design.	H	HW
4. Ability to use fundamental principles of architectural design considering the place, climate, people, society as factors, and simultaneously express present principles in relevant precedents.	H	HW
5. Understanding of architectural principles belonging to global and local cultures shaped by the climatic, technological, socioeconomic, cultural factors, in addition to principles of historic preservation while developing architectural and urban design projects.	S	
6. Understanding the theories and methods used to describe the relationship between human behavior and physical environment; and concurrently understanding different needs, values, behavioral norms, social and spatial patterns of different cultures.	S	
7. Ability to apply various stages of design processes considering the client and user needs, which include space and equipment requirements besides site conditions and relevant laws and standards.	N	
8. Understanding the role of applied research in determining function, form and systems and their impact on human conditions and behavior.	S	
9. Understanding of the basic principles of static and dynamic structural behavior that withstand gravity and lateral forces, in addition to the evolution and applications of structural systems.	N	
10. Ability to apply the principles of sustainability in architectural and urban design projects that aim to preserve the natural and historic resources and provide healthful environments.	H	HW
11. Ability to apply the fundamental principles of building and safety systems such as mechanical, electrical, fire prevention, vertical circulation additionally to principles of accessibility into the design of buildings.	N	
12. Understanding the basic principles in the selection of materials, products, components and assemblies, based on their characteristics together with their performance, including their environmental impact and reuse possibilities.	S	
13. Ability to produce a comprehensive architectural project from the schematic design phase to design development phase, while integrating structural systems, life safety and sustainability principles.	H	HW
14. Understanding the principles of environmental systems such as energy preservation, active and passive heating and cooling systems, air quality, solar orientation, day lighting and artificial illumination, and acoustics; in addition to the use of appropriate performance assessment tools.	N	
15. Ability to choose appropriate materials, products and components in the implementation of design building envelope systems.	S	
16. Ability to understand the principles and concepts of different fields in multidisciplinary design processes and the ability to work in collaboration with others as a member of the design team.	H	HW
17. Understanding the responsibility of the architect to organize and lead design and construction processes considering the environmental, social and aesthetic issues of the society.	S	
18. Understanding the legal to responsibilities of the architect of the architect effecting the design and construction of a building such as public health and	N	



	<ul style="list-style-type: none"> <li>● <b>Week 10:</b> Representing Movement. <b>5%</b></li> <li>● <b>Week 11:</b> Writing as an Image. <b>5%</b></li> <li>● <b>Week 12:</b> Diagrams <b>5%</b></li> <li>● <b>Week 13:</b> Perspective: Stop-motion <b>5%</b></li> <li>● <b>Week 14:</b> X-Ray Drawings <b>5%</b></li> <li>● <b>Sketchbook submission</b> <b>10%</b></li> <li>● <b>Portfolio submission</b> <b>20%</b></li> <li>● <b>Participation:</b> engagement in class discussions <b>5%</b></li> </ul>
<b>Course Administration</b>	<p><b>Office: Ozan Avcı Block A, Room 514</b>  <b>Email: avcio@mef.edu.tr</b>  <b>This course will engage demonstrations, lectures, exercises, critiques and studio discussions. Verbal feedback and instruction will be given during class time on assigned exercises. Academic Dishonesty and Plagiarism: YÖK Disciplinary Regulation.</b></p>

<b>ECTS Student Workload Estimation</b>	<b>Activity</b>	<b>No/Weeks</b>	<b>Hours</b>			<b>Calculation</b>	<b>Explanation</b>
		<b>No/Weeks per Semester (A)</b>	<b>Preparing for the Activity (B)</b>	<b>Spent in the Activity Itself (C)</b>	<b>Completing the Activity Requirements (D)</b>		
	Lecture	14	0	1		14	A*(B+C+D)
	Lab etc.					0	
	Sketchbook	1	15			15	A*(B+C+D)
	Assingment, Project, Presentation	14		4		56	A*(B+C+D)
	Portfolio	1	15			15	A*(B+C+D)
	Total Workload					100	
	Total Workload/25					4	
	ECTS					<b>4</b>	