



ECTS COURSE INFORMATION FORM

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

Course Code	FADA 112
Course Title in English	Visual Communication II
Course Title in Turkish	Görsel İletişim II
Language of Instruction	English
Type of Course	Studio
Level of Course	Undergraduate
Semester	Spring
Contact Hours per Week	Lecture: Recitation: Lab: Studio: 4
Estimated Student Workload	100 hours per semester.
Number of Credits	4 ECTS
Grading Mode	Standard Letter Grade
Pre-requisites	FADA111 Visual Communication I
Expected Prior Knowledge	Basic architectural drawing Techniques
Co-requisites	None
Registration Restrictions	Only Undergraduate Students
Overall Educational Objective	To understand potentials of integrating verbal, textual, visual, and graphic means of communication
Course Description	Creative digital and printed portfolios and presentation panels that will document and reflectively illustrate your studio design process and ideas by employing digital skills and techniques. Additionally, we will be investigating a number of techniques for articulating design studio thoughts (analytical and interpretive), concepts, and design work, through the following combined means: photographic, drawing, sketching, collage, text, etc. This semester each student will also be required to keep an active design studio sketchbook, which will become part of the visual communications grade. Overall, this course will give students practice in creating images that are active and inseparable from ways of seeing, thinking and making, in order to become more articulate in proposing, studying, and presenting architecture through a range of media and approaches. This second semester visual communications course offers a general introduction to 2D and 3D digital media.
Course Description in Turkish	Dijital beceri ve teknikler kullanarak, stüdyo tasarım süreçleri ve fikirleri belgeleyen ve yansıtarak gösteren yaratıcı dijital ve baskı tabanlı sunum hazırlamayı amaçlar. Ayrıca, tasarım stüdyosu düşüncelerini (analitik ve yorumlayıcı), kavramları ve tasarım çalışmalarını aşağıdaki kombine yollarla ifade etmeye yönelik bir dizi tekniği incelenecek: fotoğraf, çizim, eskiz, kolaj, metin, vb. Bu yarıyıldan her öğrenci buna ek olarak, görsel iletişim sınıfının bir parçası olacak aktif bir tasarım stüdyosu eskiz defterini tutmaları gerekecek. Genel olarak, bu ders öğrencilere bir dizi medya ve yaklaşımla mimari öneri, çalışma ve sunumda daha açıkça ifade edilebilmesi için görme, düşünme ve yapma yollarından etkin ve ayrılmaz görüntüler oluşturma konusunda uygulama yapacaktır.
Course Learning Outcomes and Competences	Upon successful completion of the course, the learner is expected to be able to: 1. explore and articulate a variety of spatial qualities through various drawing mediums and methods; 2. observe, analyze and interpret relation to the presentation of ideas and design work;

3. understand potentials for: verbal, visual, textual means of thinking and conveying;
4. experience in graphically and digitally articulating and organizing for presentation purposes;
5. sketch, draw, photograph, design architectural environments in various ways;
6. produce at high level of precision.

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 safety; accessibility, preservation, building codes and regulations as well as user rights.	N	
19. Ability to understand the ethical issues involved in the design and construction of buildings and provide services for the benefit of the society. In addition to the ability to act with social responsibility in global and local scales that contribute to the well being of the society.	H	HW
20. Understanding the methods for competing for commissions, selecting consultants and assembling teams, recommending project delivery methods, which involve financial management and business planning, time management, risk management, mediation and arbitration.	N	
Prepared by and date	İrem Korkmaz 10.03.2020	
Semester	Spring 2019-2020	
Name of Instructor	Ozan Avcı, Ayşe Zeynep Aydemir, Didem Sağlam, Bahar Avanoğlu	
Course Contents	Week	Topic
	1.	Introduction – Ink Drawing
	2.	Layering - Freehand
	3.	Layering - Photoshop
	4.	Emojiscape – Model & GIF
	5.	Emojiscape – Model & Illustrator
	6.	Collective Drawing – Freehand & Illustrator & Photoshop
	7.	Sultanahmet Miniatures - Freehand
	8.	Sultanahmet Miniatures- Photoshop
	9.	Sunday Comics - Freehand & Illustrator & Photoshop
	10.	Macka Park Mapping - Freehand
	11.	Macka Park Mapping – Freehand & Illustrator & Photoshop
	12.	No Class – Public Holiday
	13.	Movie Making - Storyboard & Premiere
	14.	Movie Making - Premiere
	15.	Final Examination Period
	16.	Final Examination Period
Required/Recommended Readings	Recommended Reading: Notebooks Volume1-The Thinking Eye – Paul Klee Pedagogical Sketchbook – Paul Klee Bento’s Sketchbook – John Berger Ways of Seeing – John Berger The World of Perception – Maurice Merleau-Ponty The Thinking Hand – Juhani Pallasmaa Envisioning Information – Edward Tufte Eye and Mind - Maurice Merleau-Ponty Reverse Perspective - Pavel Florensky Camera Lucida - Roland Barthes On Photography - Susan Sontag Design as Art - Bruno Munari	
Teaching Methods	The course will have presentations by the instructor as well as extensive discussion by the class. The course follows the 'Flipped classroom' model, with all the presentations pre-recorded and available to the students prior to class.	
Homework and Projects	Assignments, Sketchbook and Portfolio	
Laboratory Work	-	
Computer Use	Yes	
Other Activities	Fieldtrip	
Assessment Methods	<ul style="list-style-type: none"> ● Week 1: Introduction // Ink Drawing ● Week 2: Layering ● Week 3: Layering ● Week 4: Emojiscape ● Week 5: Emojiscape ● Week 6: Sultanahmet Miniatures ● Week 7: Sultanahmet Miniatures 	5% 5% 5% 5% 5% 5%

	<ul style="list-style-type: none"> ● Week 8: Sunday Comics 5% ● Week 9: Collective Drawing // WORKSHOP 5% ● Week 10: Macka Park Mapping 5% ● Week 11: Macka Park Mapping 5% ● Week 12: No Class – Public Holiday ● Week 13: Movie Making 7,5% ● Week 14: Movie Making 7,5% ● Sketchbook submission 10% ● Portfolio submission 20% ● Participation: engagement in class discussions and critiques
Course Administration	<p>Office: Ozan Avcı Block A, Room 514 Email: avcio@mef.edu.tr 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.</p>

ECTS Student Workload Estimation	Activity	No/Weeks	Hours			Calculation	Explanation
		No/Weeks per Semester (A)	Preparing for the Activity (B)	Spent in the Activity Itself (C)	Completing the Activity Requirements (D)		
	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					4	