

ECTS COURSE INFORMATION FORM

Program	B.Sc. in Architecture Required				
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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 se	emester.			
Number of Credits	4 ECTS				
Grading Mode	Standard Letter	Grade			
Pre-requisites		Communication I			
Expected Prior Knowledge	Basic architectu	ral drawing Techniques			
Co-requisites	None				
Registration Restrictions	Only Undergradu	Only Undergraduate Students			
Overall Educational Objective	To understand potentials of integrating verbal, textual, visual, and graphic means of communication				
Course Description	document and employing digit number of tech interpretive), co photographic, dr also be required the visual comm creating images making, in order architecture thro communications	al skills and technique niques for articulating ncepts, and design wor rawing, sketching, colla to keep an active desig unications grade. Over that are active and ins to become more articu- ough a range of media a course offers a genera	your studio desig es. Additionally, g design studio t k, through the fol ge, text, etc. This gn studio sketchbo all, this course wil separable from wa late in proposing, and approaches. T I introduction to 2	n process and ideas by we will be investigating a houghts (analytical and lowing combined means: s semester each student will bok, which will become part of l give students practice in ys of seeing, thinking and studying, and presenting his second semester visual 2D and 3D digital media.	
Course Description in Turkish	yansıtarak göste tasarım stüdyosı çalışmalarını aşa incelenecek: foto olarak, görsel ile defterini tutmala yaklaşımla mima görme, düşünme	eren yaratıcı dijital ve b u düşüncelerini (analiti ağıdaki kombine yollarla oğraf, çizim, eskiz, kola etişim sınıfının bir parça arı gerekecek. Genel ola	askı tabanlı sunur k ve yorumlayıcı), a ifade etmeye yöı j, metin, vb. Bu ya ası olacak aktif bir arak, bu ders öğre numda daha açıkçı	nelik bir dizi tekniği arıyılda her öğrenci buna ek tasarım stüdyosu eskiz ncilere bir dizi medya ve a ifade edilebilmesi için	
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18 Understanding the	legal to respon	sibilities of the architect of the architect	N			
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rights.	reservation, bui	any coues and regulations as well as use	•			
	nd the othical is	sues involved in the design and	н	HW		
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		services for the benefit of the society. In				
		I responsibility in global and local scales				
that contribute to the						
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		commending project delivery methods,				
		nd business planning, time management,				
risk management, me	diation and arbit	ration.				
Prepared by and date	İrem Korkmaz	: 10.03.2020				
Semester	Spring 2010 2	020				
Semester	Spring 2019-2	.020				
Name of Instructor		se Zeynep Aydemir, Didem Sağlam, Bahar A	Avanočiu			
Course Contents		Topic	Aranogiu			
course contents		•				
	1.	Introduction – Ink Drawing				
	2.	Layering - Freehand				
	3.	Layering - Photoshop Emojiscape - Model & GIF				
	4.	Emojiscape – Model & GIF				
	5.	Emotiscape – Model & Illustrator				
	6.	Collective Drawing – Freehand & Illustrate	or & Photos	hop		
	7.	Sultanahmet Miniatures - Freehand				
	8.	Sultanahmet Miniatures- Photoshop				
	9. Sunday Comics - Freehand & Illustrator & Photoshop					
	10. Macka Park Mapping - Freehand					
	10.	Macka Park Manning - Freehand & Tilustr	ator & Phot	oshon		
	10.Macka Park Mapping - Freehand11.Macka Park Mapping - Freehand & Illustrator & Photoshop12.No Class - Public Holiday					
	12.	Movie Making - Storyboard & Premiere				
		Movie Making - Storyboard & Premiere Movie Making - Premiere				
	14.					
	15.	Final Examination Period				
	16.	Final Examination Period				
Required/Recommen	Recommended					
ded		lume1-The Thinking Eye – Paul Klee				
Readings	Pedagogical Sketchbook – Paul Klee					
	Bento's Sketchbook – John Berger					
	Ways of Seeing – John Berger The World of Percention – Maurice Merleau-Ponty					
		The World of Perception – Maurice Merleau-Ponty The Thinking Hand – Juhani Pallasmaa				
		The Thinking Hand – Juhani Pallasmaa Envisioning Information – Edward Tufte				
		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				
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	Week 8: Sunday Comics	5%
	Week 9: Collective Drawing // WC	DRKSHOP 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 disc 	cussions and critiques
Course	Office: Ozan Avcı Block A, Room 514	
Administration	Email: avcio@mef.edu.tr	
	This course will engage demonstrations, lect discussions. Verbal feedback and instruction	
	assigned exercises. Academic Dishonesty and Pla	agiarism: YÖK Disciplinary Regulation.

Activity	No/Weeks	No/Weeks Hours			Calculation	Explanation
	No/Weeks per Semester (A)	Preparing for the Activity (B)		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	