

MIM-ENT-ICM

tes113e

BASIC DESIGN & VISUAL ARTS

Section 2

2020-2021 fall

Wednesday 08:30 – 12:30

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Instr. Desen Halıçınarlı

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Syllabus

BASIC DESIGN & VISUAL ARTS

COURSE OBJECTIVE and DESCRIPTION TES 113 E Basic Design and Visual Arts is a 4-hour studio based course. Throughout this course, it is aimed to explore, discuss and interpret foundational design issues based on fundamental design principles. The course has an important role as a part of Foundation Design Studio 1 since it has the character of welcoming freshman students to conceptual and practice based knowledge on creativity, design principles and design elements. TES 113E studio hours include conceptual presentations and pin-up discussions as well as studio work. TES 113E – group2 will be in sync with TES 111E Project I and TES 112 E Visual Communication I: Visualization and Technical Drawing.

COURSE LEARNING OUTCOMES Through Basic Design and Visual Arts course, students will be able to;

- 1) have a presentation maturity where they can express themselves visually and ideologically.
- 2) have a sensitivity of visualization and a unique technique of their own.
- 3) develop their creative and critical thinking skills.
- 4) develop their way of expressing their ideas in two and three dimensional ways.

COURSE CONTENT TES 113E consist of 6 different modules which are specifically composed for the course's syllabus. These modules are as follows:

- **Line | Week 3,5**
Students will get acquainted with the concept of `Line` by the help of different exercises done at the studio environment.
- **Dessin | Weeks 2,4**
Students will experience the phenomenon of `drawing` as a perception tool at the studio work environment.
- **Typography & Solid-Voids | Weeks 6,7,8**
The fundamental concepts such as; type, typeface, font size etc. will also be discussed during this subject
- **Pattern | Weeks 9,10**
The fundamental concepts such as; figure and ground relationship, grouping, pattern structure will be discussed.
- **Colour | Weeks 11,12,13**
Student will get acquainted with the concept of `Colour`. Fundamental colour theories will be discussed.
- **Structure | Weeks 14**
This subject is based on creating various kinds of conceptual 3D structures out of different kinds of material. The students will be challenged to experience the limits and the capabilities of the material throughout the exercises.

WEEKLY PROGRAM

Week / Date	Subject	Keywords & Basic Design Principles	Learning Outcomes
1 21.Oct	ORIENTATION	-	-
2 28.Oct	OBJECTIFIED! IDENTIFIED! MEETING SESSION 7-9-11: Express yourself on a 25X25 paper by determining 7-9-11 things. Pin---Up Session	<i>Self Evaluation</i> <i>Expression</i>	3
3 4.Nov	LINE: LECTURE SERIES 1 Presentation and Studio Exercise: Line and transformation	<i>Balance,</i> <i>Hierarchy,</i> <i>Continuity,</i>	2,3,4

		<i>Rhythm, Contrast, Repetition</i>	
4 11.Nov	DESSIN: Basic Shapes & Basic Volumes HW: Letter Hunting! Visual Documentation of Typefaces: Shop names, brands etc. at certain routes in the city.	<i>Freehand Sketching, 'drawing' as a perception tool</i>	1,2,4
5 18.Nov	TAPE IT! SHAPE IT! Tape in 2D design (monocolor on white). 3 different compositions focusing on different concepts such as balance, hierarchy, continuity, rhythm, contrast, repetition. Determine one concept and then tape in 3D on a 20x20x20 cm cube.	<i>Concept of line, Transformation of line as a design element.</i>	3,4
6 25.Nov	Pin---Up Session TAPE IT! SHAPE IT! TYPOGRAPHY- LECTURE SERIES 2	<i>Self Evaluation Expression, Graphical Expression</i>	1,2,3
7 2.Dec	TYPOGRAPHY: Lecture on Typography. The fundamental concepts such as; type, typeface, font size etc. will be discussed. Studio Exercise: Letter Form, Self-portrait, My Hometown Poster Pin---Up Session	<i>Graphical Expression, Sensitivity of visualization based on typography</i>	1,2,3
8 9.Dec	TYPED! Three letters –in extruded form– to make a 3D composition that fits inside an imaginary cube. The solid-void ratio should roughly be 1:1. Studio Exercise: Letters in Styrofoam	<i>Transformation, Solid-Void, Proportion</i>	1,2,3,4
9 16.Dec	VISUAL PERCEPTION: Lecture by Pinar Özemir Pin-Up Session: Letter Composition in 3D (TYPED!) LECTURE SERIES 3 PATTERN: A 3D pattern module out of 3D Letter Compositions.	<i>Gestalt Principles, Texture, Pattern Pattern Algorithm</i>	1,3,4
10 23.Dec	Studio Exercise: STAMP IT! Forming Pattern Modules (2 alternatives) Material: EVA, Ink HW: Pattern Compositions (Combination 2 Alternatives) Pin---Up Session	<i>Variation Abstraction Stylization</i>	1,3,4
11 30.Dec	COLOUR: LECTURE SERIES 4 Lecture by Desen Halçınarlı Pin-Up Session: Pattern Compositions HW: Colour wheel layout	<i>Colour Theory, Graphic Design, Interpretation Concept of Light</i>	1,2,3
12 6.Jan	COLOUR IN 2D - Colour Wise Interpretations of Packages: Rethinking and designing a packaged product by interpreting its colour, typography, and form.	<i>Colour Theory, Concept of Light, Art Movements</i>	2,3
13 13.Jan	COLOUR IN 3D - A Cup of Colour!: Designing a cup based on selected Artwork.	<i>Colour Theory, Concept of Light, Art Movements</i>	2,3
14 20.Jan	STRUCTURE: LECTURE SERIES 5 Studio Work: Durable Structures: A movable, rotatable structure. Pin---Up Session	<i>Conceptual 3D structures Balance Durability Motion</i>	3,4



**ONLINE STUDIO
PROCESS &
SUBMISSIONS**

Due to Covid-19 pandemic, the studio process will be executed online. All tutors and students will meet online via Zoom Application with the extension of the course's CRN in Ninova. Students will proceed to the studio in our Section's common CRN classroom. All submissions will be conducted via Ninova. In addition, Section 2 Facebook Group and Google Drive will be used as well for announcements & submissions. We'll also use various interfaces such as Miro and Google Jamboard for pin-up sessions.

Online classes will be executed during the studio hours announced on the weekly program [Wednesday, 08.30 – 12.30]. Course presentations will take place collectively, while predetermined "breakout rooms" will be used for studio exercises. Collective part of the class will be recorded, but breakout room sessions are off the record. All work is to be produced in accordance with the media, material and format requirements set forth by the instructors at the class or via the announcements made through the posts shared with the facebook group. In the online process, students are expected to do their work with their own efforts and not to plagiarize through digital platforms.

ANNOUNCEMENTS

Attendance is a must for TES 113E. Attendance requirement is 80% for both: participation to the courses and submission of assignments during the semester.

EVALUATION

Term Exercises (12-15)	60 %
Final Submission (Design Journal) (1)	40 %

**RECOMMENDED
READINGS**

1. Landa, R., Thinking Creatively: New Ways to Unlock Your Visual Imagination, North Light Books, 1998
2. McKim, H.R., Experiences in Visual Thinking, Brooks/Cole Publishing Company, 1980
3. Gombrich E.H., The Story of Art, Phaidon Press, London,1995
4. De Saumarez, M., Basic design: the dynamics of visual form, London : A. & C. Black, 2001
5. Krause, J., Design Basics Index, How Brooks, 2004
6. Gombrich. E.H, The Story of Art, Phaidon Press London, ISBN:978-07148324.,1995. (Textbook) Norbert Lynton, The Story of Art, Phaidon Press London, ISBN:978-07148242, 1994
7. Curtis,B., Drawing from Observation: An Introduction to Perceptual Drawing, McGraw-Hill Education, 2009
8. Dewitte, D.J., Gateways to Art, Thames and Hudson, ISBN: 10 - 0500289565, 2011
9. Wong, W., Principles of Color Design, John Wiley and Sons Inc., 1997