

MIM-ENT-ICM

tes113e

BASIC DESIGN & VISUAL ARTS

Section 1

2020-2021 fall

Wednesday 08:30 – 12:30

Assist. Prof. Dr. Ahmet Gün
Instr. Deniz Çiler Erkan Koca

Res. Assist. Müge Göken
Res. Assist. Buse Özçelik

Syllabus

BASIC DESIGN & VISUAL ARTS**COURSE
OBJECTIVE and
DESCRIPTION**

TES 113 E Basic Design and Visual Arts is a 4-houred and practical-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 Studio 1 (TES 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 online studio hours include conceptual presentations and pin-up discussions as well as instant productions. In TES 113E, students will be conceptually integrated to other TES courses, TES 111E – Project I and TES 112E – 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 5 different modules which are specifically composed for the course`s syllabus. These modules are as follows:

WORKSHOP #1: FREEFORM WIRE EXPRESSION

In our first workshop we will address how students express their own ideas and creativity. By challenging them to work with metal wire which is a likely unfamiliar, but simple material, students compose their own representation of their ideas. In this exercise, students are required to design a 3D object that will be exhibited in their room through the use of wire. (1 studio)

WORKSHOP #2: DRAWING

This module is based on free-hand drawing exercises. The students will experience the phenomenon of `drawing` as a perception tool at the studio work environment. The students are expected to draw by conceiving the structural and proportional relations in order to re-construct the model image in the paper rather than trying to copy by mere imitation. They also learn the fundamentals of drawing technique ; from correct pencil holding position to correct proportion and positioning in paper and basic visual/artistic perspective. (3 studios)

WORKSHOP #3: SHAPE & FORM

This module is based on the idea of using combinations of letters as design elements for making different compositions. The fundamental concepts such as; type, typeface, font size etc. will also be discussed during this module. The students are expected to translate their 2D shape to 3D



composition (2 studios).

WORKSHOP #4: COLOUR

Students will get acquainted with the concept of `Color` by the help of different composition exercises. Color theory, the role of color in art movements will also be discussed during studio hours (3 studios).

WORKSHOP #5: 3D MODEL

In this module, the students participants will be required to design an efficient 3D construction independent of function and other physical determinations by using the experience and knowledge of the former workshops. The students will be challenged to experience the limits and the capabilities of the material throughout the exercises. In this workshop, students are expected to explore the spatial and cultural context where they are expected to place this object (4 studios)

COURSE REQUIREMENTS

The studio format consist of several modes of learning activities in order that students can learn design basics.

LECTURES, PRESENTATIONS, and CRITIQUE

Information regarding the theories of related modules, the principles and elements of basic design and the use of them in art and design will be presented in lectures. Critique will be used to develop the students' work in terms of technique and creativity.

PORTFOLIO

Additional exercises and assignments will be given to build the students' abilities and skills. Thus, each student is required to prepare portfolio during the semester to present their works and assignments. The portfolio will be evaluated at the end of the semester to monitor students' progress.

ATTENDANCE

As a collective environment, the students are expected to attend the course on time regular. Students missing more than **4** studio meetings will be dropped from the course with a VF. Absences will only be excused with formal written permission (i.e a signed doctor's note for the day/time of the studio). Arriving late or leaving early will count as an absence. Students who do not bring materials to complete their work during the studio will also count as an absence.

WEEKLY PROGRAM

Week / Date	Subject	Learning Outcomes
1 21.Oct	Orientation Week	
2 28.Oct	Freeform Wire Expression (Section CRN)	3,4
3 4.Nov	Drawing Workshop (Section CRN)	1,2,4
4 11.Nov		
5 18.Nov		

6 25.Nov	Shape & Form Workshop (Section CRN)	1,2,3,4
7 2.Dec		
8 9.Dec	Colour Workshop (Section CRN)	1,2,3
9 16.Dec		
10 23.Dec		
11 30.Dec	3d Model Workshop (Section CRN)	1,2,3,4
12 6.Jan		
13 13.Jan		
14 20.Jan		

**ONLINE STUDIO
PROCESS &
SUBMISSIONS**

Due to the 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 studio in our **Section's common CRN** classroom. **All submissions will be conducted via Ninova.** In addition, Section 1 **Facebook Group** and **Google Drive** will be used as well for announcements & submissions. We'll also use various interfaces such like Miro and Google Jamboard for pin-up sessions.

Online classes will be executed during the studio hours announced on 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 online process**, students are expected to do their work **with their own efforts** and not to **plagiarize** through digital platforms.

EVALUATION

Term Exercises (4 Modules)	60 %
Final Submission (Final Exercise + Portfolio)	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, Phadion Press London, ISBN:978-07148242, 1994
7. Curtis,B., Drawing from Observation: An Introduction to Perceptual Drawing, Mc Graw 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
10. Eissen, K., & Steur, R. (2011). Sketching: the basics; BIS, Amsterdam. OCLC, 756275344.