

FACULTY OF
ARCHITECTURE

İTÜ



BD

MIM-ENT-ICM

tes113e

BASIC DESIGN & VISUAL ARTS

Section 2

2023-2024 fall

Wednesday 08:30 – 12:30

Prof. Dr. Mine Özkar
Assoc. Prof. Dr. Meliha Sözeri

Res. Asst. Ali Cankat Alan
Res. Asst. Fırat Küçükersen

Syllabus

BASIC DESIGN & VISUAL ARTS

COURSE OBJECTIVE and DESCRIPTION TES113E **Basic Design and Visual Arts** is a practice-based course to explore, discuss, and interpret foundational issues and fundamental principles of art and design. As an integrated and essential component of the Foundation Studio I program, it welcomes first-year students with basic theoretical and practical knowledge of a variety of elements and concepts of design, analyses of natural and manufactured artifacts and environments, and creativity. Course hours include presentations on concepts, in-class production, and pin-up discussions.

COURSE CONTENT TES 113E consists of 6 different modules:

MODULE I | WEEKS 1-2

The students will be introduced to basic design principles and get acquainted with the concept of 'line' with the help of different exercises done in the studio environment.

MODULE II | WEEKS 3-4

The students will start to apply basic design principles and get acquainted with the concept of 'line' in three-dimensional mediums using wires. They will learn the fundamental stepstones of 3D composition.

MODULE III | WEEKS 5-7

This subject will discuss fundamental concepts such as type, typeface, font size, Gestalt Principles, solids, and voids.

MODULE IV | WEEKS 8-10

The students will be introduced to clay as a form-giving material and will be expected to apply the basic design principles introduced in the previous weeks in 3D medium. The outcomes of Module III will be a starting point for this module.

MODULE V | WEEKS 11-12

This subject is based on creating various kinds of conceptual 3D structures out of different types of material. The students will be challenged to experience the limits and capabilities of materials throughout the exercises.

MODULE VI | WEEKS 13-14

The students will get acquainted with the concept of color. Fundamental color theories will be discussed concerning design and design representation.

COURSE LEARNING OUTCOMES

Students who complete the course satisfactorily will:

1. Be able to uniquely and sophisticatedly express themselves in visual and discursive means;
2. Have a sensitivity to visualization and their unique technique;
3. Have developed their creative and critical thinking skills;
4. Have developed their way of expressing their ideas in two- and three-dimensional media.

WEEKLY PROGRAM

Week	Day	Subject	Keywords & Basic Principles	Learning Outcomes
1	Oct. 04	First meeting and introductions Taped I	Design principles, Context, Concept, Abstraction	3, 4
2	Oct. 11	Taped II	Concept of line, Figure-ground	
3	Oct. 18	Wired I	Design principles, Basic shapes, Basic volumes	3, 4
4	Oct. 25	Wired II	Variations, Plastic arts	
5	Nov. 01	Typed I	Gestalt principles, Design principles, Graphical expression, Sensitivity of visualization, Typography, Pattern, Pattern Algorithm	1, 2, 3
6	Nov. 08	Typed II		
7	Nov. 15	Typed III		
8	Nov. 22	Formed I	Gestalt principles, Design principles, Transformation, Solid, Void, Proportion, Texture, Plastic arts	1, 2, 3, 4
9	Nov. 29	Formed II		
10	Dec. 06	Formed III		
11	Dec. 13	Assembled I	Conceptual 3D Structures, Balance, Durability, Motion	3, 4
12	Dec. 20	Assembled II		
13	Dec. 27	Colored I	Color Theory, Graphic Design, Concept of Light, Visual Arts	1, 2, 3
14	Jan. 03	Colored II		

STUDIO PROCESS
and SUBMISSIONS

CLASS HOURS and STUDIO USE

The course will be held in class during the hours announced in the weekly program [Friday, 08.30–12.30]. Course instructors and students will meet in the allocated studio(s) unless specified otherwise by the course instructors. Each student will have a designated work area during the course hours. General assemblies or presentations related to the course may be held in the studio using a virtual platform or in one of the conference rooms in Taşkışla.

It is of utmost importance that students keep their working areas clean while in the studio and speckless at the end of the course. **Another class will use the studio space after ours, so it is courteous and safe to evacuate on time (no later than 12.30) with all belongings and trash.**

Please know and comply with TES Studio Principles.

(<https://tes.mim.itu.edu.tr/studio-principles/>)

All work is to be produced following the media, material, and format requirements set forth by the instructors in the class or the announcements made through **Ninova** or other designated platforms. All participants are expected to adhere to the codes of ethical conduct.

(<https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life>)

ATTENDANCE

It is important that students attend all the sessions. This means being on time and actively participating in the activities held during the course hours under the direction of the studio instructors. There will be a variety of interactive formats so timeliness is essential for efficient planning and individuals' maximum benefit from peers and instructors. **A minimum of 80% attendance is mandatory for a passing grade in studio courses according to ITU Undergraduate Education Regulation Article 23 (Amended: RG-17/6/2021-31514). Please note that the designated 20% is reserved for sickness (including health reports) and other unforeseen circumstances.**

COURSE TECHNOLOGY

Digital platforms will be used during and outside of class hours to communicate, conduct research, produce and share work. **Ninova (Section's common CRN)** will be used for announcements, access to live or recorded Zoom sessions, and digital submissions. Additionally, instructors may designate other platforms for announcements and sharing work. We also plan to use supporting platforms such as Google Drive, Miro, and Google Jamboard to share work within the class community and collaborate. It is highly advised that each **student has a laptop computer with the necessary equipment/hardware**. Students are advised to use a computer with access to Wi-Fi, a camera, basic word and picture editing software, and sound features.

All work is to be produced in accordance with the media, material and format requirements set forth by the instructors in the class or in the announcements made through **Ninova** or other designated platforms.

All participants are expected to adhere to [the codes of ethical conduct](https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life). (<https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life>).

DISCUSSIONS and PINUPS

Student works are commonly put under the spotlight for discussion. These discussions serve the purpose of articulating the assessment criteria and conveying suggestions for students to develop their work. In these open discussions, students are expected to develop critical perspectives and proactively voice them in the course.

EXHIBITIONS

A selection of student projects will be exhibited both during and at the end of the semester on suitable platforms.

ANNOUNCEMENTS All announcements will be made on the **Ninova** class interface. Students must actively use their ITU usernames to access these and get related notifications from the ITU-Mobile app.

EVALUATION Attendance means active participation in the course, which comprises both attending the course, taking part in discussions, and completing the assigned tasks during the term. Students who do not meet these requirements will get a VF grade and cannot make a final submission at the end of the semester.

BD & VA Grade Assessment Criteria	Quantity	Contribution
Term Exercises (Midterm)	1	60%
Final Submission (Final)	1	40%

**RECOMMENDED
READINGS**

1. Ambler, F. 2019, Tate: Brief Lessons in Rule Breaking, Octopus Books.
2. Curtis, B., Drawing from Observation: An Introduction to Perceptual Drawing, McGraw-Hill Education, 2009
3. De Saumarez, M., Basic design: the dynamics of visual form, London: A. & C. Black, 2001
4. Dewitte, D.J., Gateways to Art, Thames and Hudson, ISBN: 10 - 0500289565, 2011
5. Gombrich E.H., The Story of Art, Phaidon Press, London, 1995
6. Hannah, G. G., Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Princeton Architectural Press, 2002
7. Krause, J., Design Basics Index, How Brooks, 2004
8. Landa, R., Thinking Creatively: New Ways to Unlock Your Visual Imagination, North Light Books, 1998
9. Lauer, A. D., Pentak, S., Design Basics, 8th Edition, Wadsworth Publishing, 2011
10. Lynton, N., The Story of Modern Art, Phaidon Press London, ISBN:978-07148242, 1994
11. McKim, H.R., Experiences in Visual Thinking, Brooks/Cole Publishing Company, 1980
12. Wong, W., Principles of Color Design, John Wiley and Sons Inc., 1997