

# VA401A ~ Project Studio COURSE SYLLABUS

INSTRUCTOR	Gözde Oral / Visiting Instructor
SEMESTER	Fall 2020 / October 5, 2020 - January 8, 2021
SCHEDULE	Mondays / 13:40 - 16:30 / Duration 14 weeks

**Please note that due to the pandemic, the course will be conducted online, synchronously and on the scheduled day/time. Classes will not be recorded and attendance is mandatory.\***

## INTRODUCTION

In this course students will develop their core designing skills, from research and conceptualisation to implementation and presentation, with the aim of meeting assigned project briefs. Students are expected to further develop their knowledge of design principles, layout, photography, illustration, typography etc for various projects in printed and digital formats. They are encouraged to participate in class critiques and challenge their resourcefulness, creativity, productivity and time management skills.

## WHO IS THIS COURSE FOR?

Project Studio VA401A is a one-semester core project-based course offered to senior year undergraduates.

## COURSE STRUCTURE & MATERIALS

The course structure is comprised of three projects that students complete according to a specified time frame that spans brainstorming and initial sketches to advanced design and presentation. Thus weekly progress is essential; individual and group critiques are conducted regularly during which students are encouraged to talk about their work using appropriate terminology and learn from one another.

Projects require the use of apps such as Adobe Illustrator, Indesign, Photoshop and Acrobat. Since the focus of class time is on design methodology and critiques, students who do not have sufficient knowledge of these apps are expected to learn them on their own time via online tutorials and TA assistance, if necessary.

## INTENDED OUTCOME

*Upon completion of this course students will:*

- be able to better understand their design strengths and weaknesses
- have improved their ability to use visual language for communication
- have developed their design methodology, vocabulary and presentation skills

## GRADING CRITERIA

- Project 1 - TBA**	20%
- Project 2 - TBA	30%
- Project 3 - TBA	30%
- Class critiques + weekly attendance	20%

\* **Online classes are a challenge for all of us.** Please prepare your computer setup in advance and free of disturbances, submit weekly work before class begins and be on time. Weekly course content may be subject to change, shifts and adjustments by the instructor.

\*\* To be announced.