

VA402A ~ Project Studio COURSE SYLLABUS | IRREGULAR STUDENTS

INSTRUCTOR	Gözde Oral / Visiting Instructor
SEMESTER	Fall 2020 / October 5, 2020 - January 8, 2021
SCHEDULE	TBA / 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 are expected to put to practice their ability to investigate broader, less defined, open briefs that require reframing problems and applying their research, resourcefulness, initiative, creativity, time management and presentation skills towards creating a detailed portfolio piece.

WHO IS THIS COURSE FOR?

Project Studio VA402A is a one-semester core project-based course offered to senior year undergraduates.

COURSE STRUCTURE & MATERIALS

The course structure is comprised of various stages that students complete according to a specified time frame that ultimately leads to the presentation of a design proposal. The final presentation must meet certain requirements and criteria of the initial brief, with content that incorporates the research and findings that the proposal is based on, and various elements and implementations that the students themselves create to pitch their design. 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:

- have put test their various capabilities as a designer candidate, from their ability to frame problems and generate ideas, to content creation, execution and presentation
- improved their ability to use visual language for communication
- have developed their design methodology, vocabulary and presentation skills

GRADING CRITERIA

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| - Project / Design Pitch / TBA** | 80% |
| Research / Development / Execution and Presentation stages will be graded separately. | |
| - 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.