

SYLLABUS

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VA502C

Intermediate Module

Instructor: Gözde Oral

This module is for graduate level students of visual communication design who wish to work on their own project ideas. Students are expected to take responsibility for their own work process, and apply their research, resourcefulness, creativity, time management, independent working and presentation skills towards creating portfolio-level designs.

PROJECT GRADING CRITERIA

Design process

- + Design methodology: Understanding of the brief, research, ideation and implementation along with feedback response.
- + Significant weekly progress, fulfillment of project criteria and meeting all deadlines.

Concept & Creativity

- + Experimentation, conceptualization, idea development.
- + Independent assessment ability and pushing/challenging own limits.

Implementation & Presentation

- + Technical skill in execution of idea.
- + Quality and content of project presentation.

Attendance & Class Participation

Failing to attend more than 3 classes per semester without a legitimate excuse and/or health report will affect the student's final grade.

Work Schedule

Week 1	Meeting / Introduction
Week 2	Critique / Topic proposals and selection
Week 3	Independent work
Week 4	Critique / Project proposal
Week 5	Independent work
Week 6	Critique / Idea proposal
Week 7	Independent work
Week 8	Critique / Design critique
Week 9	Independent work
Week 10	Critique / Advanced design critique
Week 11	Independent work
Week 12	Critique / Final design
Week 13	Independent work
Week 14	Project submission