

VA 202 Visual Language II Syllabus for Spring 2022-2023

Course schedule: Thursdays 11:40-14:30

Room: SUSAM 1004

Instructor: Meltem Işık

Office Hours: By appointment

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This course is a continuation of VA 201. In this semester, our expedition in visual language will move towards the conscious use of strategies and techniques of creativity and to the third dimension of visual literacy. Visual Language II will take off where we left in two-dimensional design. Initial exercises will serve as a series of reminders for seeing and forming relationships / interactions among various design elements, and for creating variations, alternatives. The course will then take a turn and move towards designing in the third dimension.

Just as images speak to us, objects are also used in communication. From sculptures to packages, from buildings to paper airplanes or to bottle openers, designers and artists use various visual strategies to convey their messages. While numerous strategies of two-dimensional visual language are also pertinent to 3-D object design, other visual, structural design issues emerge as one starts to work with tangible materials. The course will begin with the use of paper as an object. There will be exercises in folding, constructing and transforming. Later we will go on to investigate line as an element of structure. Towards the end of the term, we will bring together issues that we have discussed related to visual communication, form, and structure into a final packaging project.

To design also means taking a lonely journey in decision-making. The students will receive complete projects and deadlines. Very different from last semester the students are expected to start managing their own time, deciding on how much research they need to do, and how many sketches they need to make for a particular project. Hence, no more spoon-feeding time management by the instructor. Planning your time and taking charge of your particular design processes will be your responsibility!

Tools and Materials

We expect all participants to acquire the following tools and materials and have those with them during the studio hours.

1. Matt knife and x-acto knife with fresh blades (büyük ve küçük kreatuar)
2. Metal ruler
3. Liquid UHU or peligom
4. Masking tape and matte clear tape
5. Paper (several sheets of thick Canson, and Bristol)
6. Boards, several sheets and thicknesses of cardboard, maquette board (1-2-3mm) but not foam core
7. Small Electric Glue Gun with glue sticks (Elektrikli silikon tabancası)
8. Sandpaper of various kinds (Zımpara kağıtları 220-120-80 numara)
9. A small inexpensive saw (Küçük ucuz bir kıl testeresi)

Please note: We may have to revise the course plan according to the reassessment to be made country-wide, regarding higher education, at the beginning of April. The content to be delivered is certain but the method of course delivery, the number and dates of exams, and some other details are subject to change.

Schedule

Week 1	2 March, Thursday	Visual Language revisited Depth and Flatness, Low relief
Week 2	9 March, Thursday (8-9 MARCH ADD-DROP)	Depth and Flatness, Low relief submission Paper sculpture
Week 3	16 March, Thursday	Paper sculpture
Week 4	23 March, Thursday	Paper sculpture submission Transform a box
Week 5	30 March, Thursday	Transform a box
Week 6	6 April, Thursday	Transform a box
Week 7	13 April, Thursday	Transform a box
	20 April, Thursday	NO CLASS
Week 8	27 April, Thursday	Transform a box submission Packaging
Week 9	4 May, Thursday	Packaging
Week 10	11 May, Thursday	Packaging
Week 11	18 May, Thursday	Packaging
Week 12	25 May, Thursday	Packaging
FINALS (1-11 June)	1 June, Thursday	Packaging submission

Attendance & Participation

Attendance will be taken regularly, but please note that it is not enough to just show up and sign the attendance for the class. **In order to earn 25% of your grade, participation in the class critiques and timely presentation of the projects are critical.**

We strongly suggest full attendance!

Regardless of their project grades, students who miss more than 3 classes without a valid excuse, will receive NA as their final grade. In other words, a total of 4 absences will result in a semester grade of NA in this class.

Assessment

The breakdown of your grades will be as follows:

Participation: 25%

Projects: 75%

Total Grade: 100%