

SABANCI UNIVERSITY

VA 303 | Design Studio 1

Fall 2024 / Syllabus

INSTRUCTOR Onur Yazıcıgil
CONTACT oyazicigil@sabanciuniv.edu
WEBSITE www.onuryazicigil.com
OFFICE FASS 2091
CLASS FASS 1015 / 12:40–15:30

GRADING

Phase A: %10

Phase B: %40

Phase C: %50

You will earn a grade based upon your design quality (concepts, execution, presentation) and active participation in class (including the timely completion of work).

A 96
A- 92
B+ 88
B 85
B- 82
C+ 80
C 75
C- 70
D+ 68
D 65
D- 60
F 60 <

ATTENDANCE

Attendance to physical (in person) classes as scheduled are mandatory. After three absences the student's grade will be lowered one letter grade and lowered another letter grade for each following absence. Students accumulating six or more absences will receive an NA (Not-Attended) for the course. Attendance will be taken only once during the class period. Students are held responsible for all information presented.

PLAGIARISM

Visual arts and visual communication like any other field also adheres to the integrity of honest and originally produced creative work. In the conditions of plagiarism and the unacknowledged use of source material, will result in a failing grade for the project.

SUGGESTED BOOKS

"Graphic Design: The New Basics"

by Ellen Lupton & Jennifer Cole Phillips

"Thinking with Type"

by Ellen Lupton

Shaping Text

by Jan Middendorp

REQUIRED SOFTWARES

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

INFO This studio class is designed to introduce complex design principles and applications. Students will engage in projects that require a deep understanding of visual communication strategies, typography, branding, digital media, and develop a body of work that demonstrates their ability to solve design problems creatively. Students will be given a semester-long project: "designing a comprehensive branding system for a hypothetical company". The project consists of three phases (A, B, and C).

WEEK 1 / 23.09.2024

SCHEDULE

Overview of course objectives and expectations

Film Screening: Graphic Means (Directed by Briar Levit)

W2 / 30.09.2024

Branding Design Project — Phase A:

* Discussion of design trends and industry standards

* Identifying the Design Problem: Collective discussion and research for selecting the brand.

W3 / 07.10.2024

Phase A: First Drafts — Mood board (in-class critique session with printed drafts)

W4 / 14.10.2024

Branding Design Project—Phase B:

* Designing Logos, Symbols and Logotypes for various applications

* Selecting Typefaces for Branding Projects

W5 / 21.10.2024

Phase B: First Drafts — (in-class critique session with printed drafts)

W6 / 28.10.2024

Phase B: Second Drafts — (in-class critique session with printed drafts)

SATURDAY / 02.11.2024

*** IStype 2024 Text-ure *** Conference

W8 / 04.11.2024

Phase B: Third Drafts — (in-class critique session with printed drafts)

W9 / 11.11.2024

Phase B: Final Drafts — (in-class critique session with printed drafts)

W10 / 18.11.2024

Branding Design Project—Phase C:

* System Design: Applying design principles to multidimensional surfaces.

W11 / 25.11.2024

Phase C: First Drafts — (in-class critique session with printed drafts)

W12 / 02.12.2024

Phase C: Second Drafts — (in-class critique session with printed drafts)

W13 / 09.12.2024

Phase C: Third Drafts — (in-class critique session with printed drafts)

W14 / 16.12.2024

Phase C: Final Drafts — (in-class critique session with printed drafts)

W15 / 23.12.2024

FINAL PRESENTATION (Final Submission of the Printed Portfolio)

COLOPHON

Kit Sans (Designed by Onur Yazıcıgil & Eben Sorkin / released by Darden Studio and Adobe in 2023)