

## VISUAL COMMUNICATION II – FADA 112

MEF University - Faculty of Arts, Design and Architecture

2019-2020 Spring Semester

Friday / 09:00 – 12:50

### Instructors :

Ozan Avcı: [avcio@mef.edu.tr](mailto:avcio@mef.edu.tr)

Didem Sağlam: [saglamd@mef.edu.tr](mailto:saglamd@mef.edu.tr)

Bahar Avanoğlu: [avanoglub@mef.edu.tr](mailto:avanoglub@mef.edu.tr)

Everybody can draw. This course aims to encourage students to think something differently and represent it in their own ways. Visual communication has a critical role during design process. Each drawing will let the designer/architect to tell his/her ideas and express himself/herself to the others.

During this course, different themes/subjects will be discussed through various techniques and materials. All the works will be done during studio hours. Some of them will be individual, some of them will be collective works. All of the works will be exhibited at school weekly. Students are responsible to keep each weeks' works after the exhibition is finished. Students are asked to read the related texts and watch the videos before coming to the class every week. Active participation is mandatory. At the end of the semester each student will submit his/her works as a portfolio.

### Semester Schedule and Topics:

The following schedule is subject to change with consultation. In case of any alteration, this will be done both verbally (during studio hours) and by writing (email and posted announcement in the studio).

	DATE	SUBJECT // TECHNIQUE	TOOLS & MATERIALS
01	31/1/20	Introduction // Ink Drawing	Freehand // Ink, jar, brush, A4 heavy paper
02	7/2/20	Layering	Freehand // Knife, glue, A4 heavy paper
03	14/2/20	Layering	Adobe Photoshop
04	21/2/20	Tapestry	Weaving & GIF // A4 frame or canvas, wool or fabric in different colors, scissors, paper tape
05	28/2/20	Tapestry- Pattern making	Weaving & Adobe Illustrator
06	6/3/20	Excursion-Karaman Mapping	Freehand
07	13/3/20	Karaman Mapping	Freehand & Illustrator & Photoshop
08	20/3/20	Sunday Comics	Freehand & Illustrator & Photoshop
09	27/3/20	Cinematographic Sections - Kuzguncuk Stairs	Site Survey // Milimetric drawing papers, a4 heavy paper, sketch papers, measurement tools - tape measure, rulers, mat
10	3/4/20	Cinematographic Sections - Kuzguncuk Stairs	Collective Drawing // Drawing Materials, glue, tapes, ruler, dry pastel, paper tape, hair spray, etc
11	10/4/20	Sultanahmet Miniatures	Freehand // A4 heavy papers, pens in various colors, mat
12	17/4/20	Sultanahmet Miniatures	Adobe Photoshop
13	24/4/20	Movie Making	Storyboard & Adobe After Effects
14	1/5/20	Movie Making	Adobe After Effects
	TBC	Sketchbook Submission	
	TBC	Portfolio Submission	

**Artists/Designers/Architects:**

Alberto Giacometti, Lebbeus Woods, Maryam Ashkanian, Chris Ware, Charles and Ray Eames, Raimund Abraham, Andy Goldsworthy, Constant Nieuwenhuys, Lucy Orta, Florence Henri, Issey Miyake, Orson Welles, Dziga Vertov, Sergei Eisenstein, Jackson Pollock, Yves Klein, Matrakçı Nasuh.

**Materials:**

A4 heavy papers (300gr), A4 transparent papers (Aydinger), Pencils (2B, 4B, 6B), Pens (Drawing Pens – 0.1, 0.5, 1.0), Oil pastels, Dry pastels, Acrylic paints, Water color, Ink (Black), Charcoal (Füzen), Hair Spray (Fixative), Eraser, Soft Eraser, Scissors, Knives, Brushes, Tape (transparent and paper tapes), Glue...

**Readings:**

Notebooks Volume1-The Thinking Eye – Paul Klee  
 Pedagogical Sketchbook – Paul Klee  
 Bento's Sketchbook – John Berger  
 Ways of Seeing – John Berger  
 The World of Perception – Maurice Merleau-Ponty  
 The Thinking Hand – Juhani Pallasmaa  
 Envisioning Information – Edward Tufte  
 Eye and Mind - Maurice Merleau-Ponty  
 Reverse Perspective - Pavel Florensky  
 Camera Lucida - Roland Barthes  
 On Photography - Susan Sontag  
 Design as Art - Bruno Munari  
 Bernard Cache - Earth Moves

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**Videos:**

Bartlett School of Architecture, Year 1, Brook Lin - Drawing film, UCL > <https://www.youtube.com/watch?v=AamieNPfvDY>  
 The Talking Bugs – Laika > [https://www.youtube.com/watch?v=X\\_fZYJqFLhU](https://www.youtube.com/watch?v=X_fZYJqFLhU)  
 Autumn Story - chalkboard animation > <https://www.youtube.com/watch?v=6gvOVWKKxmo>  
 OK Go - Last Leaf > <https://www.youtube.com/watch?v=lkYfB1C0Zgc>  
 How To Make A Perfect Pizza – auroraMeccanica > <https://www.youtube.com/watch?v=YQkC0Qs3aD0>  
 Moving On – Ainslie Henderson > <https://www.youtube.com/watch?v=X-nWklTWMoQ>

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**Method of Instruction and Assessment:**

This course will engage demonstrations, lectures, exercises, critiques and studio discussions. Verbal feedback and instruction will be given during class time on assigned exercises.

**List of Final Submission Requirements and Weighting for Final Letter Grade Assessment –**

The following describes the evaluation breakdown:

• <b>Week 1:</b> Introduction // Ink Drawing	5%
• <b>Week 2:</b> Layering	5%
• <b>Week 3:</b> Layering	5%
• <b>Week 4:</b> Tapestry	5%
• <b>Week 5:</b> Tapestry – Pattern Making	5%
• <b>Week 6:</b> Excursion – Karaman Mapping	5%
• <b>Week 7:</b> Karaman Mapping	5%
• <b>Week 8:</b> Sunday Comics	5%
• <b>Week 9:</b> Cinematographic Sections – Kuzguncuk Stairs	
• <b>Week 10:</b> Cinematographic Sections – Kuzguncuk Stairs	5%
• <b>Week 11:</b> Sultanahmet Miniatures	5%
• <b>Week 12:</b> Sultanahmet Miniatures	5%
• <b>Week 13:</b> Movie Making	7,5%
• <b>Week 14:</b> Movie Making	7,5%
• <b>Sketchbook submission</b>	10%
• <b>Portfolio submission</b>	20%
• <b>Participation:</b> engagement in class discussions and critiques	

**Final Letter Grades and descriptions are as follows:**

- A (Outstanding) work meets the highest standards exceeding the stated problem objectives and requirements and in showing solid evidence of creativity and/or insight; the highest level of proficiency is evident; salient issues are highly mastered.
- A - (Excellent) work is exceptional in exceeding the stated problem objectives and requirements and in showing solid evidence of creativity and/or insight; a high level of proficiency is evident; salient issues are clearly mastered.
- B + (Very Good) work meets high standards stated by the problem and addresses the stated objectives very clearly, shows very good evidence of creativity and/or insight; the work shows that salient issues are understood very well, reveals high skills for this level of expectations.
- B (Good) work meets most of the standards requirements of the problem and addresses the stated objectives well; shows evidence of creativity and/or insight; work shows that salient issues are understood well; reveals good skills for this level of expectations.
- B - (Reasonable) work meets more than adequate stated requirements of the problem and addresses the stated objectives reasonable; shows some reasonable command creativity and/or insight; work shows that salient issues are reasonable understood, reveals more than adequate skills for this level of expectations.
- C + (Satisfactory) meets basic objectives and requirements in the project statement; shows acceptable evidence of creativity and/or insight, and respectably developed; reveals acceptable skills for this level of expectations.
- C (Satisfactory) meets some basic objectives and requirements of the stated project; shows some basic evidence of creativity and/or insight, and respectably developed; reveals some basic skills for this level of expectations.
- C - (Satisfactory) falls short of meeting basic requirements in several ways of the stated project; falls short of meeting basic evidence of creativity and/or insight, and respectably developed; falls short of meeting basic skills for this level of expectations.
- D + (Marginal) work meets the slightly better than the required minimum objectives and requirements in the project statement; shows marginal evidence of creativity and/or insight, though not well developed; slightly better than the required evidence of understanding the salient issues, reveals marginal skills for this level of expectations.
- D (Low Pass) work meets the minimally acceptable objectives and requirements in the project statement; shows low evidence of creativity and/or insight, though not well developed; low evidence of understanding the salient issues, reveals minimal skills for this level of expectations.
- F (Fail) work meets failure to address the minimum objectives as specified in the project statement; substantially incomplete work; very poor performance through lack of work process and failure to submit required course work; reveals the inability to perform conceptually and practically at the level of competency for this studio level.

**Incomplete Submission:**

All assignments must be submitted at the time and on the date specified. If there are extenuating circumstances students must speak to the Instructor. Medical certificates (official doctor's report or similar) for illnesses during the semester must be promptly submitted to the instructor.

**Attendance**

Attendance and participation during the entire scheduled class time for studio is mandatory. It is not enough to simply show up for a class. Students must be engaged in questioning and discussing the work of the class. Missing more than 20% of classes, except for medical reasons or for compassionate grounds (at the discretion of the course instructor) will result in a grade of F.