



MIM-ENT-ICM

# tes113e

BASIC DESIGN & VISUAL ARTS

Section 1

2023-2024 fall

Wednesday 08:30 – 12:30

Dr. Hakan Tong

Assist. Prof. Dr. Ahmet Gün

Res. Assist. Betül Şahin

Res. Assist. Ekin Ünlü

**COURSE OBJECTIVE and DESCRIPTION** **TES113E Basic Design and Visual Arts** is a practice-based course to explore, discuss and interpret foundational issues and fundamental principles of art and design. As an integrated and important component of the Foundation Studio I program, it welcomes first year students with basic theoretical and practical knowledge on a variety of elements and concepts of design, analyses of natural and man-made artifacts and environments, and creativity. Course hours include presentations on concepts, in-class production, and pin-up discussions.

**COURSE CONTENT** After the warm-up exercise and Introduction to Basic Design and Visual Arts, the course will continue with 4 modules:

**Initial Design Studies in 2D Space | WEEKS 2-3-4-5**

In our first module students will meet again with geometric primitives from design perspective and create a 2D composition integrating the design/perceptual principles such as repetition, hierarchy, balance etc. into design process.

**Color + Texture | WEEKS 6-7**

The second module focuses on color and texture in basic design. Fundamentals of color theory, visual and tactile textures will be the main topics. Students are required to examine natural patterns, reveal and re-arrange the rules to create 2D and 2 1/2D compositions.

**Design Studies in 3D Space | WEEKS 8-10**

This module is aimed to construct 3D compositions with volumetric elements using both physical and digital tools. Students will iterate their compositions considering solids and voids and integrate design/perceptual principles into their designs.

**Final Study | WEEKS 11-14**

The final module focuses on creating several 3D compositions using 2D and 1D components with varying flexibility. Students are required to design a 3D composition considering all the issues and principles discussed within the context of class.

**COURSE LEARNING OUTCOMES** Students who complete the course satisfactorily students will:

1. be able to uniquely and sophisticatedly express themselves in visual and discursive means,
2. have a sensitivity in visualization and their unique technique,
3. have developed their creative and critical thinking skills,
4. have developed their way of expressing their ideas in two- and three-dimensional media.

WEEKLY  
PROGRAM

| Week | Day     | Subject  | Keywords & Basic Design Principles   | Learning Outcomes |
|------|---------|--|--|-------------------|
| 1    | Oct. 04 | Warm-up Exercise<br>Introduction to Basic Design and Visual Arts |  | 3                 |
| 2    | Oct. 11 | Design Studies in 2D Space                                       | <i>Point, line, plane</i><br><i>Introduction to Gestalt Principles (figure-ground, symmetry, continuity, closure, proximity, etc.)</i> | 3, 4              |
| 3    | Oct. 18 |  | <i>Visual texture, Light harmony, rhythm, emphasis</i>   |                   |
| 4    | Oct. 25 |  | <i>Geometry of form and space scale, proportion, unity-variety</i>   |                   |
| 5    | Nov. 01 |  | <i>Abstraction</i>   |                   |
| 6    | Nov. 08 |  | Color + Texture  |                   |
| 7    | Nov. 15 | <i>Introduction to Texture + datum + axis + transformation</i>   |  |                   |
| 8    | Nov. 22 | Design Studies in 3D Space                                       | <i>2.5/3D volumetric elements</i><br><i>Subtractive Strategies</i><br><i>Solid/Void</i>  | 1, 2, 3, 4        |
| 9    | Nov. 29 |  | <i>3D volumetric elements</i><br><i>Subtractive Strategies</i><br><i>Solid/Void</i>  |                   |

|    |         |                    |  |            |
|----|---------|--------------------|--|------------|
| 10 | Dec. 06 |                    | <i>3D volumetric elements<br/>Additive Strategies<br/>Geometric primitives</i> |            |
| 11 | Dec. 13 | <b>Final Study</b> | <i>Volumetric, planar, linear elements</i>                                     | 1, 2, 3, 4 |
| 12 | Dec. 20 |                    | <i>3D composition</i>  |            |
| 13 | Dec. 27 |                    | <i>3D composition</i>  |            |
| 14 | Jan. 03 |                    | <i>3D composition</i>  |            |

**STUDIO PROCESS and SUBMISSIONS**

The course will be held **in class** during the hours announced in the weekly program [Friday, 08.30–12.30]. Course instructors and students will meet in the allocated studio(s) unless specified otherwise by the course instructors. Each student will have a designated work area during the course hours. General assemblies or presentations related to the course may be held in the studio using a virtual platform or in one of the conference rooms in Taşkışla.

It is of utmost importance that students keep their working areas clean while in the studio and speckless at the end of the course. **The studio space will be used by another class after ours so it is both courteous and safe to evacuate on time (no later than 12.30) with all belongings and trash.**

Please know and comply with [TES Studio Principles](https://tes.mim.itu.edu.tr/studio-principles/).  
(<https://tes.mim.itu.edu.tr/studio-principles/>)

**CLASS HOURS and ATTENDANCE**

It is important that students attend all the sessions. This means being on time and actively participating in the activities held during the course hours under the direction of the studio instructors. There will be a variety of interactive formats so timeliness is essential for efficient planning and individuals’ maximum benefit from peers and instructors. **A minimum of 80% attendance is mandatory for a passing grade in studio courses according to ITU Undergraduate Education Regulation Article 23 (Amended: RG-17/6/2021-31514). Please note that the designated 20% is reserved for sickness (including health reports) and other unforeseen circumstances.**

## COURSE TECHNOLOGY

Digital platforms will be used during and outside of class hours to communicate, conduct research, produce and share work. **Ninova (Section's common CRN)** will be used for announcements, access to live or recorded Zoom sessions, and digital submissions. Additionally, instructors may designate other platforms for announcements and sharing work. We also plan to use supporting platforms such as Google Drive, Miro, and Google Jamboard to share work within the class community and collaborate. It is highly advised that each **student has a laptop computer with the necessary equipment/hardware**. Students are advised to use a computer with access to WiFi, a camera, basic word and picture editing software, and sound features.

All work is to be produced in accordance with the media, material and format requirements set forth by the instructors in the class or in the announcements made through **Ninova** or other designated platforms.

All participants are expected to adhere to [the codes of ethical conduct](https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life).

(<https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life>).

## DISCUSSIONS and PINUPS

Student works are commonly put under the spotlight for discussion. These discussions serve the purpose of articulating the assessment criteria and conveying suggestions for students to develop their work. In these open discussions, students are expected to develop critical perspectives and proactively voice them in the course.

## EXHIBITIONS

A selection of student projects will be exhibited both during and at the end of the semester on suitable platforms.

**ANNOUNCEMENTS** All announcements will be made on the **Ninova** class interface.  
**TS** Students need to actively use their ITU usernames to access these and/or get related notifications from the ITU-Mobile app.

**EVALUATION** Attendance means active participation in the course which comprises both attending the course, taking part in discussions, and completing the assigned tasks during the term. Students who do not meet these requirements will get a VF grade and not be able to make a final submission at the end of the semester.

| BD & VA Grade Assessment     | Contribution |
|------------------------------|--------------|
| Term Exercises               | 60 %         |
| Final Submission (Portfolio) | 40 %         |

**RECOMMENDED  
READINGS**

1. Ching, F. D., & Binggeli, C. (2018). Interior design illustrated. John Wiley & Sons.
2. Ching, F. D. (2014). Architecture: Form, space, and order. John Wiley & Sons.
3. Landa, R., Thinking Creatively: New Ways to Unlock Your Visual Imagination, North Light Books, 1998
4. McKim, H.R., Experiences in Visual Thinking, Brooks/Cole Publishing Company, 1980
5. Gombrich E.H., The Story of Art, Phaidon Press, London,1995
6. De Saumarez, M., Basic design : the dynamics of visual form, London : A. & C. Black, 2001
7. Krause, J., Design Basics Index, How Brooks, 2004
8. Gombrich. E.H, The Story of Art, Phaidon Press London, ISBN:978-07148324.,1995. (Textbook) Norbert Lynton, The Story of Art, Phadion Press London, ISBN:978-07148242, 1994
9. Curtis,B., Drawing from Observation: An Introduction to Perceptual Drawing, Mc Graw Hill Education, 2009
10. Dewitte, D.J., Gateaways to Art, Thames and Hudson, ISBN: 10 - 0500289565, 2011
11. Wong, W., Principles of Color Design, John Wiley and Sons Inc., 1997
12. Eissen, K., & Steur, R. (2011). Sketching: the basics; BIS, Amsterdam. OCLC, 756275344.