



## ECTS COURSE INFORMATION FORM

School/Faculty/Institute	Faculty of Arts, Design and Architecture	
Program	B.Arch. in Architecture	Required
Semester	Fall	

Course Code	FADA111
Course Title in English	Visual Communication 1
Course Title in Turkish	Görsel İletişim 1
Language of Instruction	English
Type of Course	Studio
Level of Course	Undergraduate
Semester	Fall
Contact Hours per Week	Lecture: Recitation: Lab: Studio: 3
Estimated Student Workload	95 hours per semester.
Number of Credits	4 ECTS
Grading Mode	Standard Letter Grade
Pre-requisites	None
Expected Prior Knowledge	None
Co-requisites	None
Registration Restrictions	Only Undergraduate Students
Overall Educational Objective	The main objective for communicating visually is to use operative actions as tools for designing and communicate a space. Simultaneously these operational actions abstract the notion of spatial formation to its most essential terms, allowing a clear and expressive approach in the generation, and illustration of abstract spatial intentions, demonstrating increased critical thinking skills.
Course Description	The act of visual communication is an extremely powerful process in terms of architectural design. By following an array of layers which include sketching and modeling techniques, spatial relations, effects, environmental strategies and social strategies, form set of exercises that trigger the notion of design awareness. Trying to arrive to design awareness is a sort of analysis, which one immediately makes, as the analysis focuses and produces both models and diagrams and sketches of geometries, materials, colors, circulation... These representations are not only quantifications but also qualifications of existing components of space.
Course Description in Turkish	Görsel iletişim çalışmaları mimari tasarım için güçlü bir süreçtir. İçerisinde eskiz yapma ve maket teknikleri, mekansal ilişkiler, etkiler, çevresel ve sosyal stratejiler de olmak üzere kurgulanan bir katmanlar seçkisi, tasarım konusunda farkındalık yaratacak bir takım çalışmalar oluşturmaktadır. Tasarım farkındalığında erişilmeye çalışılan nokta, kişinin hızlıca üretebileceği bir tür analiz biçimidir. Bu analiz, geometrilerin, malzemelerin, renklerin, hareketin; modelleri, diagramları, eskizleri vs. üzerine odaklanır ve bunları üretir. Bu temsiller, mekanın bileşenlerinin sadece ölçülebilir özellikleri üzerine değil aynı zamanda kalitesi üzerinedir.
Course Learning Outcomes and Competences	Upon successful completion of the course, the learner is expected to be able to: 1. Understanding the powerful role of visual communication techniques for architectural representation. 2. Ability to represent the existing environment by freehand sketches, diagrams, mappings...both for the qualities and the quantities.

- 3. Ability to express the ideas by means of freehand graphical methods.
- 4. Ability to read the technical drawings and represent the design by technical drawings.
- 5. Ability to use the graphics produced publication in the digital medium by means of hybrid representations.

**Relation to Program Outcomes and Competences: N=None S=Supportive H=Highly Related**

Program Outcomes and Competences	Level	Assessed by
	N/S/H	Exam, Project, HW, Lab, Presentation, etc.
1. Ability to read, write and speak effectively in Turkish and English, equivalent to a B2 European Language Passport Level in English.	S	
2. Ability to question and interpret ideas considering diverse points of view; gather and use data, develop concepts related to people, places and the environment, and make individual decisions.	S	
3. Ability to use appropriate graphical methods including freehand and digital drawing techniques, (ECDL advanced) in order to develop ideas in addition to communicate the process of design.	H	Assignments, HW, Presentations
4. Ability to use fundamental principles of architectural design considering the place, climate, people, society as factors, and simultaneously express present principles in relevant precedents.	S	
5. Understanding of architectural principles belonging to global and local cultures shaped by the climatic, technological, socioeconomic, cultural factors, in addition to principles of historic preservation while developing architectural and urban design projects.	N	
6. Understanding the theories and methods used to describe the relationship between human behavior and physical environment; and concurrently understanding different needs, values, behavioral norms, social and spatial patterns of different cultures.	S	
7. Ability to apply various stages of design processes considering the client and user needs, which include space and equipment requirements besides site conditions and relevant laws and standards.	S	
8. Understanding the role of applied research in determining function, form and systems and their impact on human conditions and behavior.	N	
9. Understanding of the basic principles of static and dynamic structural behavior that withstand gravity and lateral forces, in addition to the evolution and applications of structural systems.	N	
10. Ability to apply the principles of sustainability in architectural and urban design projects that aim to preserve the natural and historic resources and provide healthful environments.	N	
11. Ability to apply the fundamental principles of building and safety systems such as mechanical, electrical, fire prevention, vertical circulation additionally to principles of accessibility into the design of buildings.	N	
12. Understanding the basic principles in the selection of materials, products, components and assemblies, based on their characteristics together with their performance, including their environmental impact and reuse possibilities.	N	
13. Ability to produce a comprehensive architectural project from the schematic design phase to design development phase, while integrating structural systems, life safety and sustainability principles.	S	
14. Understanding the principles of environmental systems such as energy preservation, active and passive heating and cooling systems, air quality, solar orientation, day lighting and artificial illumination, and acoustics; in addition to the use of appropriate performance assessment tools.	N	
15. Ability to choose appropriate materials, products and components in the implementation of design building envelope systems.	N	
16. Ability to understand the principles and concepts of different fields in multidisciplinary design processes and the ability to work in collaboration with others as a member of the design team.	N	
17. Understanding the responsibility of the architect to organize and lead design and construction processes considering the environmental, social and aesthetic issues of the society.	N	
18. Understanding the legal to responsibilities of the architect of the architect effecting the design and construction of a building such as public health and safety; accessibility, preservation, building codes and regulations as well as user rights.	N	
19. Ability to understand the ethical issues involved in the design and construction of buildings and provide services for the benefit of the society. In addition to the ability to act with social responsibility in global and local scales that contribute to the well being of the society.	N	
20. Understanding the methods for competing for commissions, selecting consultants and assembling teams, recommending project delivery methods, which involve financial management and business planning, time management, risk management, mediation and arbitration.	N	

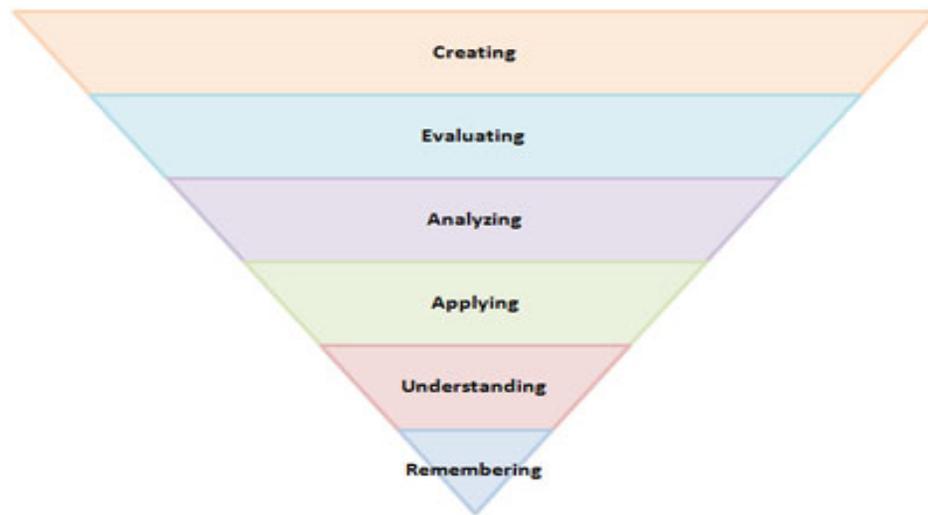
Name of Instructor	Asst. Prof. Dr. Burcu Serdar Köknar, Asst. Prof. Dr. Frederico Fialho, Res. Asst. Bengi Güldoğan	
Course Contents	Week	Topic
	1.	Introduction
	2.	Observe & Record
	3.	Sketching
	4.	Sketching
	5.	Subjective Representation
	6.	Technical Drafting
	7.	Rendering
	8.	Technical Drawing
	9.	Technical Drawing
	10.	Perspective Representation
	11.	Perspective Representation, Technical Drafting
	12.	Perspective Representation, Technical Drafting
	13.	Perspective Representation, Technical Drawing
	14.	Presentation Preparations
	15.	Presentation
16.	Portfolio Design	
Required/Recommended Readings	<p>Recommended Reading:</p> <p><b>Baskinger M, Bardel W.</b> (2013) Drawing Ideas: A Hand-Drawn Approach for Better Design. Watson-Guption, New York.</p> <p><b>Norman, C Paul, L</b> (2012) Visual Notes for Architects and Designers: Second Edition. John Wiley and Sons, New Jersey.</p> <p><b>Bielefeld B,</b> (2013) Basics Technical Drawing. Birkhaeuser, Basel.</p> <p><b>Montague, J</b> (2013) Basic Perspective Drawing: A Visual Approach: Sixth Edition. John Wiley and Sons, New Jersey.</p>	
Teaching Methods	<p><b>The methodology unfolds to a kind of conceptual manipulation one should engage from the earliest stages of the design process. Through the use of progressive drawing and modeling techniques of visual communication in addition to a clear understanding of the formal architectural vocabulary. Across an array of visual representations that include but are not limited to sketching, drafting diagramming and modeling the methods describe the conveyance of ideas and information in forms that can be read or looked upon.</b></p>	
Homework and Projects	13 Assignments and 1 Porfolio	
Laboratory Work	-	
Computer Use	<b>Yes</b>	
Other Activities	<b>Field trips</b>	
Assessment Methods	<p>1. Performance in studio: 40 points</p> <p>2. Submissions: 30 points</p> <p>3. Final Portfolio Submission: 30 points (stands for final examination)</p>	
Course Administration	<p>Office: Burcu Serdar Köknar: Block A, Floor5, Frederico Fialho: Block A, Floor5, Bengi Güldoğan: Block A, Floor4</p> <p>Email: <a href="mailto:burcuserdar.koknar@mef.edu.tr">burcuserdar.koknar@mef.edu.tr</a>, <a href="mailto:frederico.fialho@mef.edu.tr">frederico.fialho@mef.edu.tr</a>, <a href="mailto:bengi.guldogan@mef.edu.tr">bengi.guldogan@mef.edu.tr</a></p> <p>Student participation will be essential for the visual communication studio. Attending both submissions including the Final Portfolio Submission are crucial elements in the final grade. Late submissions will not be accepted.</p> <p>70% attendance are compulsory for a successful outcome.</p>	

ECTS  
Student  
Workload  
Estimation

Activity	No/Weeks	Hours			Calculation	Explanation
	No/Weeks per Semester (A)	Preparing for the Activity (B)	Spent in the Activity Itself (C)	Completing the Activity Requirements (D)		
Lecture					0	$A*(B+C+D)$
Lab etc.					0	
Midterm(s)					0	$A*(B+C+D)$
Assingment, Project, Presentation	13	1	4	2	91	$A*(B+C+D)$
Final Examination	1	8	3		11	$A*(B+C+D)$
Total Workload					102	
Total Workload/25					4,08	
ECTS					<b>4</b>	

## Key verbs for cognitive domain in writing learning outcomes and competences:

### Bloom's Taxonomy



Revised edition by Lorin Anderson (a student of Bloom)

#### Key Verbs:

Remembering: defines, describes, identifies, knows, labels, lists, matches, names, outlines, recalls, recognizes, reproduces, selects, states.

Understanding: comprehends, converts, defends, distinguishes, estimates, explains, extends, generalizes, gives an example, infers, interprets, paraphrases, predicts, rewrites, summarizes, translates.

Applying: applies, changes, computes, constructs, demonstrates, discovers, manipulates, modifies, operates, predicts, prepares, produces, relates, shows, solves, uses.

Analyzing: analyzes, breaks down, compares, contrasts, diagrams, deconstructs, differentiates, discriminates, distinguishes, identifies, illustrates, infers, outlines, relates, selects, separates.

Evaluating: appraises, compares, concludes, contrasts, criticizes, critiques, defends, describes, discriminates, evaluates, explains, interprets, justifies, relates, summarizes, supports.

Creating: categorizes, combines, compiles, composes, creates, devises, designs, explains, generates, modifies, organizes, plans, rearranges, reconstructs, relates, reorganizes, revises, rewrites, summarizes, tells, writes.

#### Key verbs for affective domain in writing learning outcomes and competences:

Receiving Phenomena: asks, chooses, describes, follows, gives, holds, identifies, locates, names, points to, selects, sits, erects, replies, uses.

Responding to Phenomena: answers, assists, aids, complies, conforms, discusses, greets, helps, labels, performs, practices, presents, reads, recites, reports, selects, tells, writes.

Valuing: completes, demonstrates, differentiates, explains, follows, forms, initiates, invites, joins, justifies, proposes, reads, reports, selects, shares, studies, works.

Organizing: adheres, alters, arranges, combines, compares, completes, defends, explains, formulates, generalizes, identifies, integrates, modifies, orders, organizes, prepares, relates, synthesizes.

Internalizing values: acts, discriminates, displays, influences, listens, modifies, performs, practices, proposes, qualifies, questions, revises, serves, solves, verifies.