

# What is Graphic Design?



# What is Graphic Design?



WHY YOU ARE HERE?

# What is Graphic Design?



**What is Graphic Design?** design elements, principals, features, medium

Why Graphic Design? the purpose, communication,  
message, audience

How to Graphic Design? softwares, analog to digital, outcome,  
publishing, formats, technical skills

# What is Graphic Design?

What is Graphic Design?



# What is Graphic Design?



## What is Graphic Design?



# What is Graphic Design?



## What is Graphic Design?

**SALI**  
23 Nisan'dan itibaren

**HAFTANIN ÖNERİLERİ**

**BİM Aktüel**

**Kelly's FITNESS Club**  
Buğday ve Pirinç Gevreği  
Kelly's Fitness Club 200 g  
7,25 ₺

**Yulaf Ekmeli**  
Kelly's Fitness Club 400 g  
5,45 ₺

**Kakaolu Muz ve Buğday Gevreği**  
Cupido 700 g  
9,95 ₺

**Kakaolu Muz ve Buğday Gevreği**  
Cuma Space 100 g  
4,95 ₺

**Kahvaltılık Gevrek**  
Premium Müslü  
Kelly's Fitness Club 200 g  
9,45 ₺

**% 50**  
Karayemiş ve Kuru Meyve

**Karabiyi**  
Bisküvite 240 g  
Sütlü kakao kaplı  
altın rengi  
4,95 ₺

**Amor Fıstıkli Götlet**  
Gönlük Kahve Dünyası 420 g  
% 23  
Azami Fiyatı  
7,95 ₺

**Peterdek Çikolata**  
Pöşek Kahve Dünyası 40 g  
2,25 ₺

**7'li Kinder Surprise**  
500 g  
13,95 ₺

**Richy**  
Fındıklı Kremalı  
Dolgu Salkı Çikolatalı  
Drajel Götlet  
Richy Cornet 420 g  
2,95 ₺

**Çikolata Dolgu**  
Marshmallow  
Haribo 40 g  
2,25 ₺

**Portakal Aromalı**  
Bilekeli  
Dumbo Eti 30 g  
0,95 ₺

**Dolgu**  
Bent Beker  
Çiğ 370 Paket  
240 g  
\*Mentol ve sakızlı  
aromalı  
Limon ve portakal  
aromalı  
2,95 ₺

**Yumuşak Şekerli**  
Yuvartık Sakız  
Bobo 200 g  
4,95 ₺

**3'lü**  
Çikolatalı  
Donatı  
Mango  
1,35 ₺

**3'lü**  
Pastörize  
Sakız  
100 ml  
Mango + Çiğ  
1,95 ₺

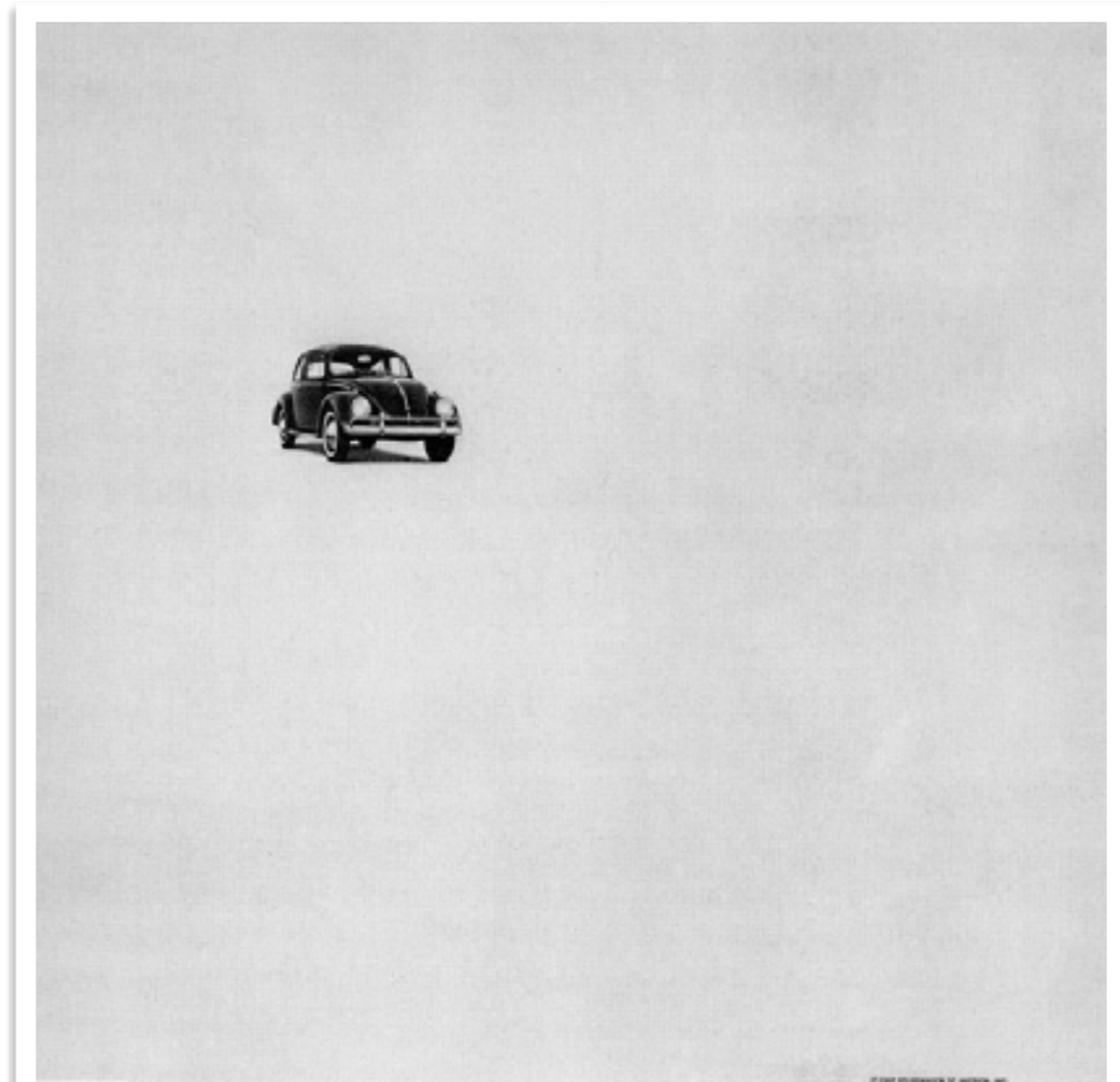
**Keçi Sütü**  
Dost 1 l  
6,95 ₺

**Yumuşak Şekerli**  
Jelibon  
Ayıcık Kart 100 g  
3,45 ₺

**Yumurta**  
Sade Waffle  
Sarıy 5,95 ₺

**23 NISAN**  
ULUSAL EKONOMİK  
VE ÇOCUK BAKIMINI  
GÜLLÜ OLSUNA

**BİM**  
TOPTAN FİYATINA  
PERAKENDE SATIŞ



### Think small.

Our little car isn't so much of a novelty any more.  
A couple of dozen college kids don't try to squeeze inside it.  
The guy at the gas station doesn't ask where the gas goes.  
Nobody even stares at our shape.  
In fact, some people who drive our little

Bever don't even think 32 miles to the gallon is going any great guns.  
Or using five pints of oil instead of five quarts.  
Or never needing anti-freeze.  
Or racking up 40,000 miles on a set of tires.  
That's because once you get used to

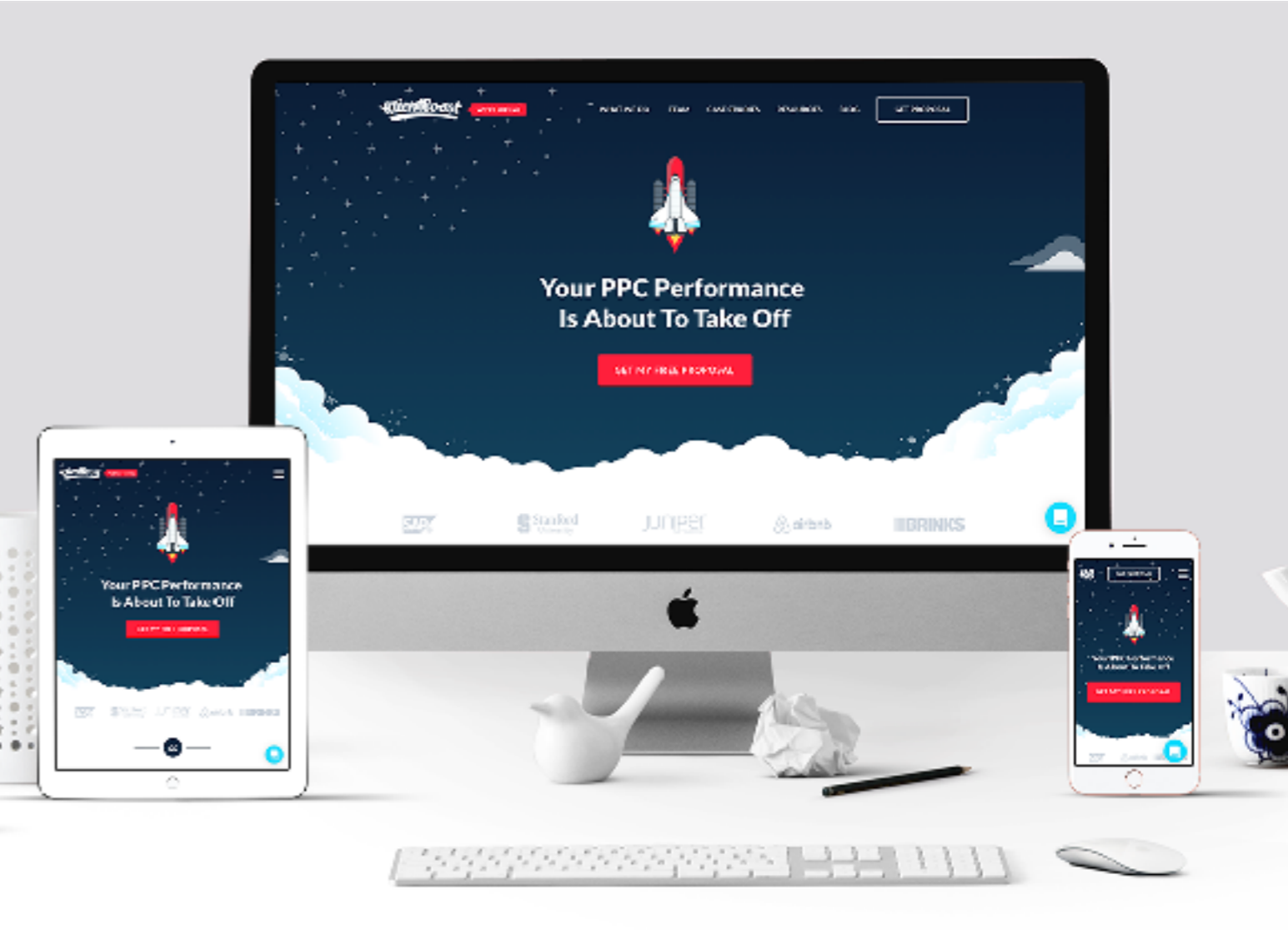
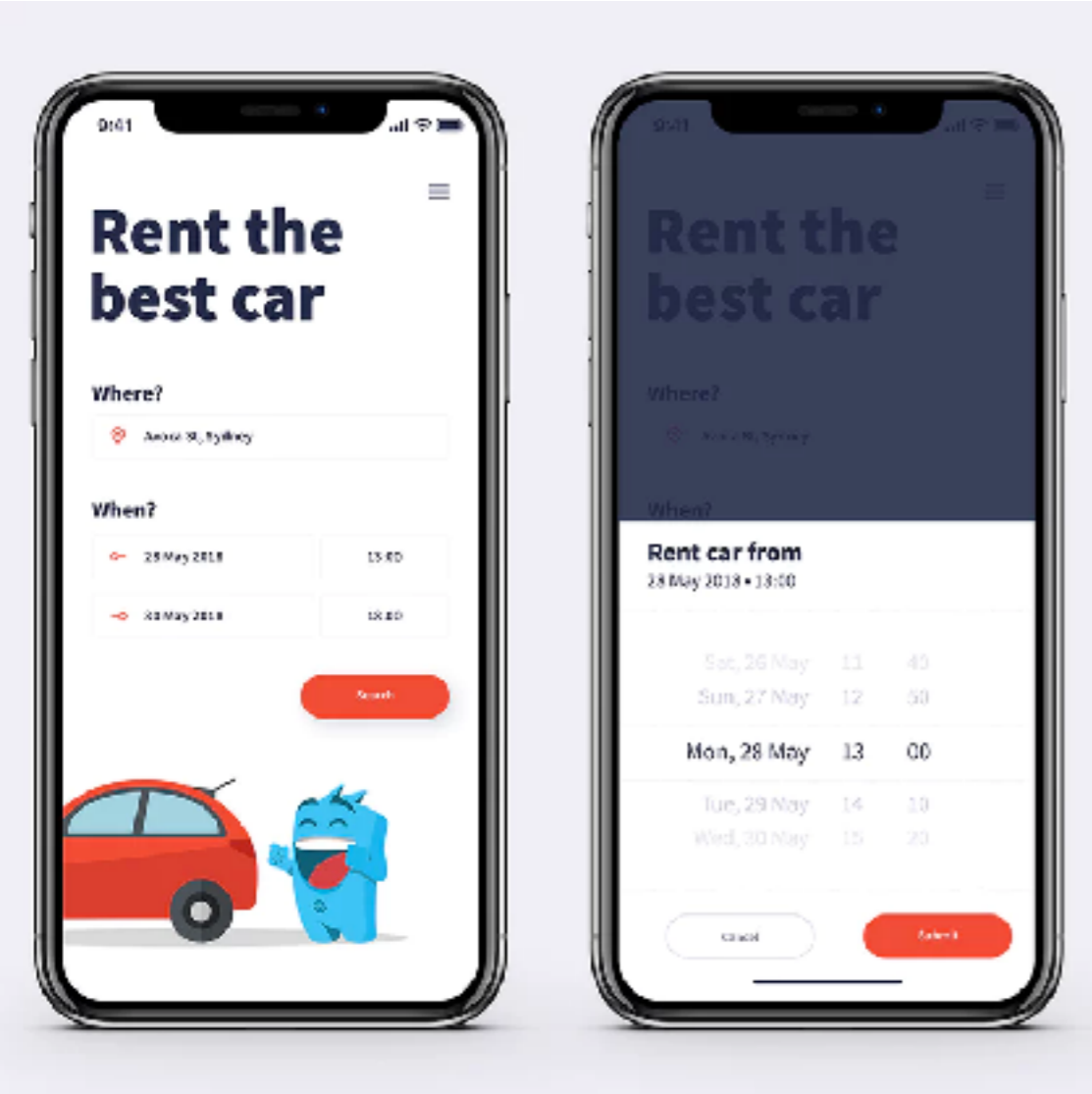
some of our economies, you don't even think about them any more.  
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.  
Think it over.



# What is Graphic Design?



## What is Graphic Design?



# What is Graphic Design?



## What is Graphic Design?





# What is Graphic Design?



## What is Graphic Design?



# What is Graphic Design?



## What is Graphic Design?



Beril Ateş

# What is Graphic Design?



## What is Graphic Design?



# What is Graphic Design?



## What is Graphic Design?



**Sign Type PK-5**  
Public Parking  
Surface Lot ID

**Sign Type HD**  
Historic District Identity

**Sign Type IN**  
Large Interpretive

**Sign Type IK**  
Visitor Information Kiosk

**Sign Type DR**  
Vehicular Directional

**Sign Type PK-6**  
Public Parking Trailblazer

**Sign Type PD**  
Pedestrian Directional

**Sign Type TS**  
Capital Park Trolley Stop

# What is Graphic Design?



## What is Graphic Design?



# What is Graphic Design?



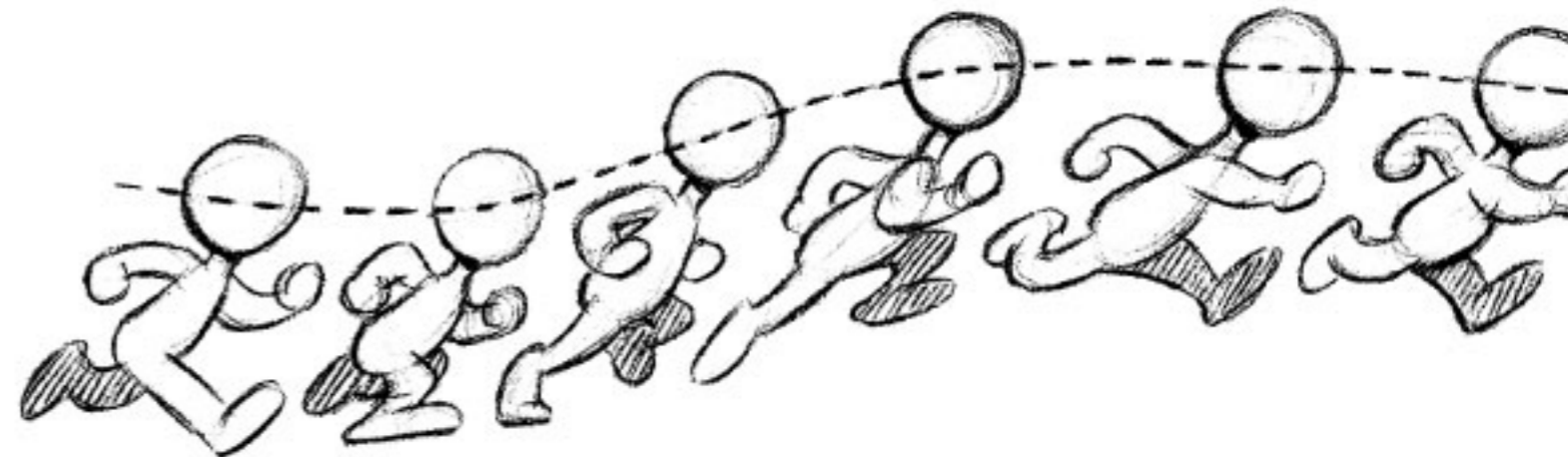
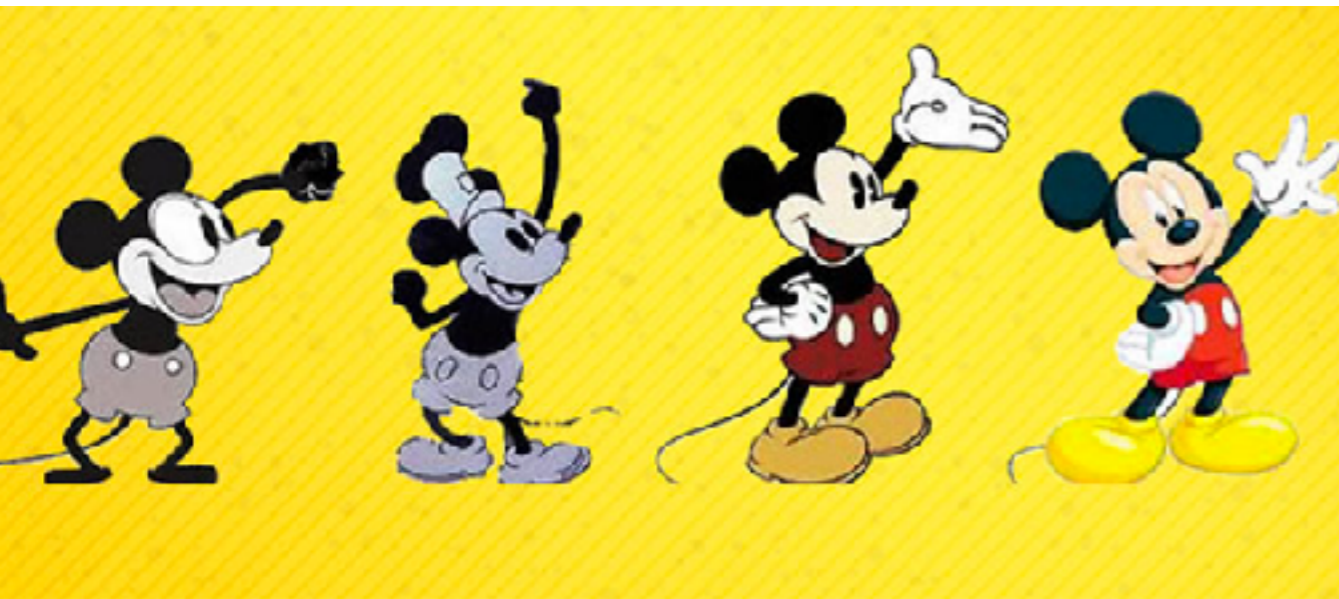
# What is Graphic Design?



# What is Graphic Design?



## What is Graphic Design?



# What is Graphic Design?



## What is Graphic Design?





# What is Graphic Design?



What is Graphic Design?

etc..

# What is Graphic Design?



## What is Graphic Design?

.. is the craft of **creating visual content to communicate messages.**

.. is the process of visual communication and **problem-solving** through the use of typography, photography, and illustration.

.. involves a creative and systematic plan to solve a problem or achieve certain objectives, with the use of images, symbols or even words. It is visual communication and **the aesthetic expression of concepts and ideas** using various graphic elements and tools.

.. is art with a **purpose.**

.. is the **art and practice** of planning and projecting ideas and experiences with visual and textual content.

# What is Graphic Design?

## What is Graphic Design?

.. the art or skill of combining text and images in/for;

+ **printed media** like advertisements, posters, magazines, books, etc.

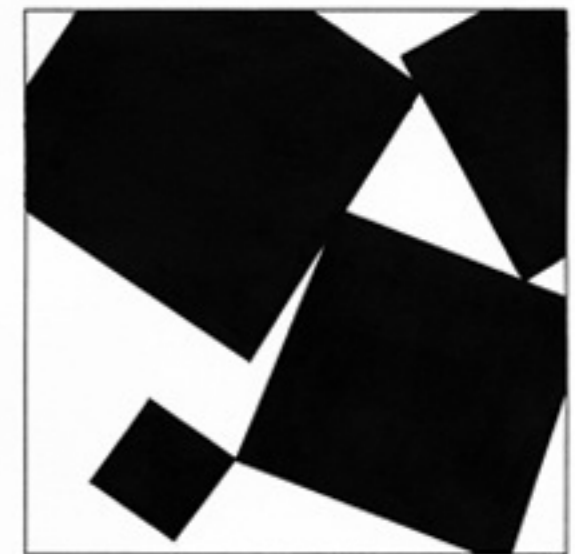
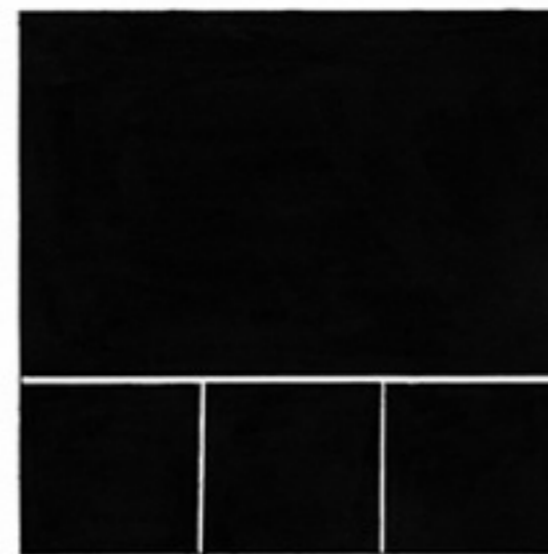
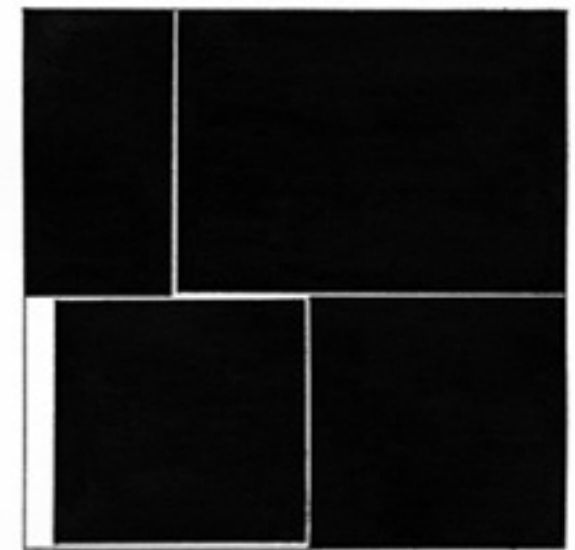
+ **digital media** like web sites, interfaces (interactivity) motion graphics, tv advertisements, etc.



# What is Graphic Design?



What is Graphic Design? design elements, principals, features, medium



# What is Graphic Design?



What is Graphic Design? design elements, principles, features, medium

## **design elements**

Dot

Line

Shape

Form

Color

Value

Texture

## **design principles**

PROXIMITY

BALANCE

ALIGNMENT

REPETITION

CONTRAST

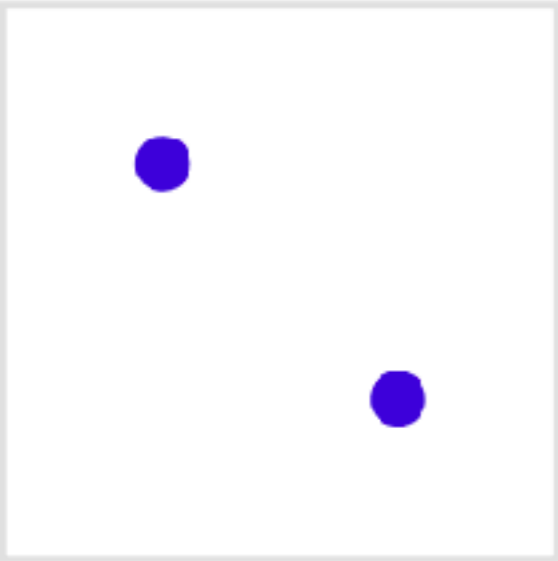
LAYOUT

HIERARCHY

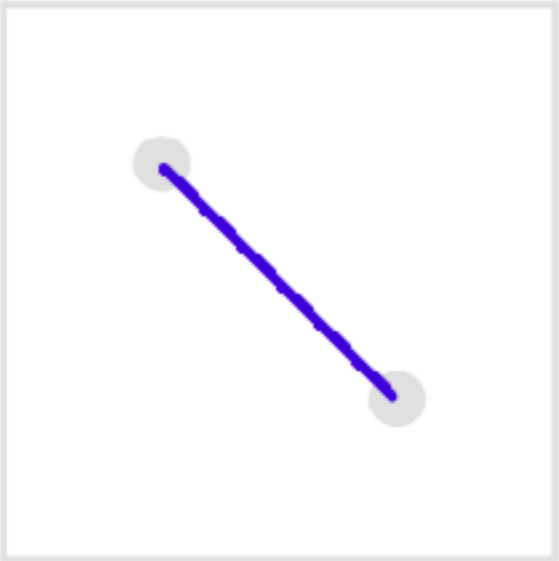
# What is Graphic Design?



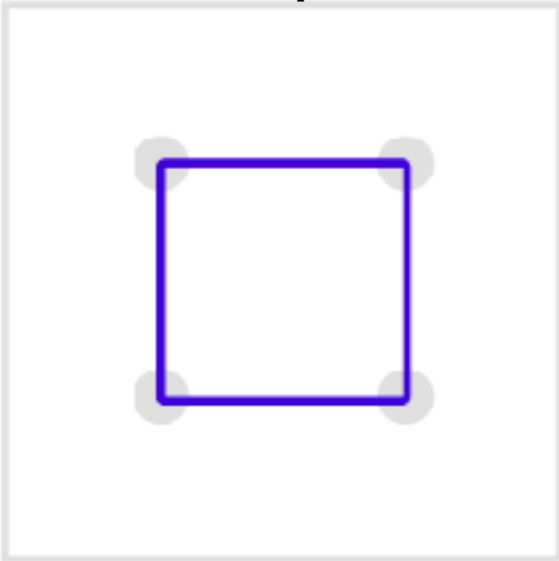
Dot



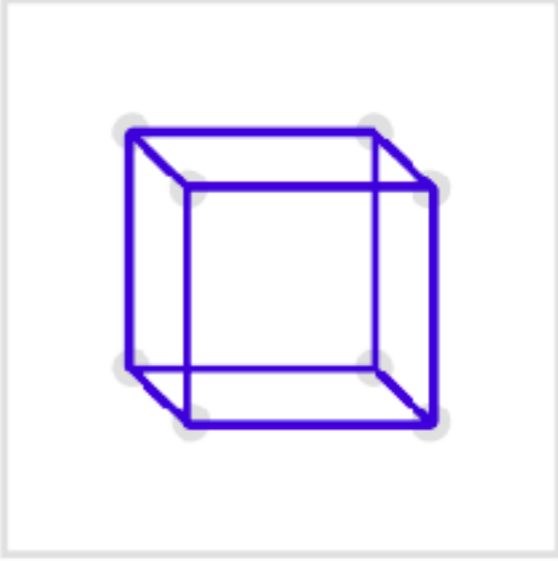
Line



Shape



Form



Color



Value

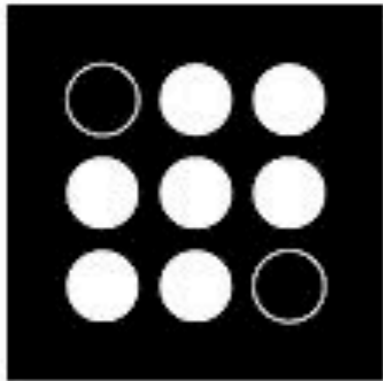


Texture

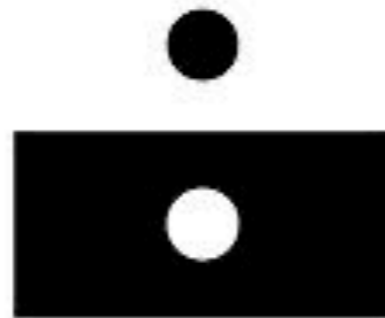
# What is Graphic Design?



## Principles of Design



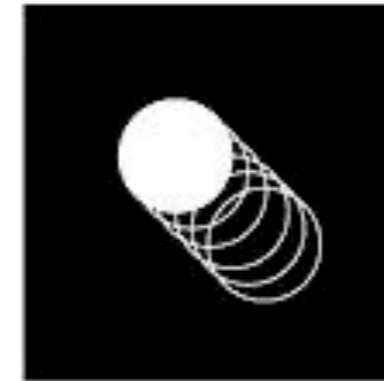
Balance



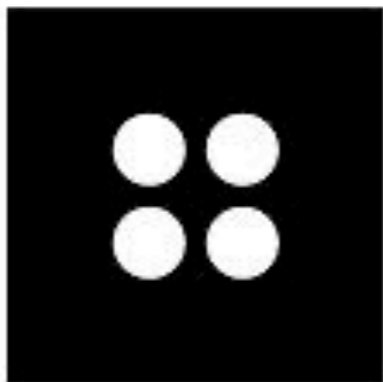
Contrast



Emphasis



Movement



Rhythm



Hierarchy



White Space



Unity

# What is Graphic Design?



HIERARCHY  
WEIGHT AND SCALE



HIERARCHY  
WEIGHT AND SCALE



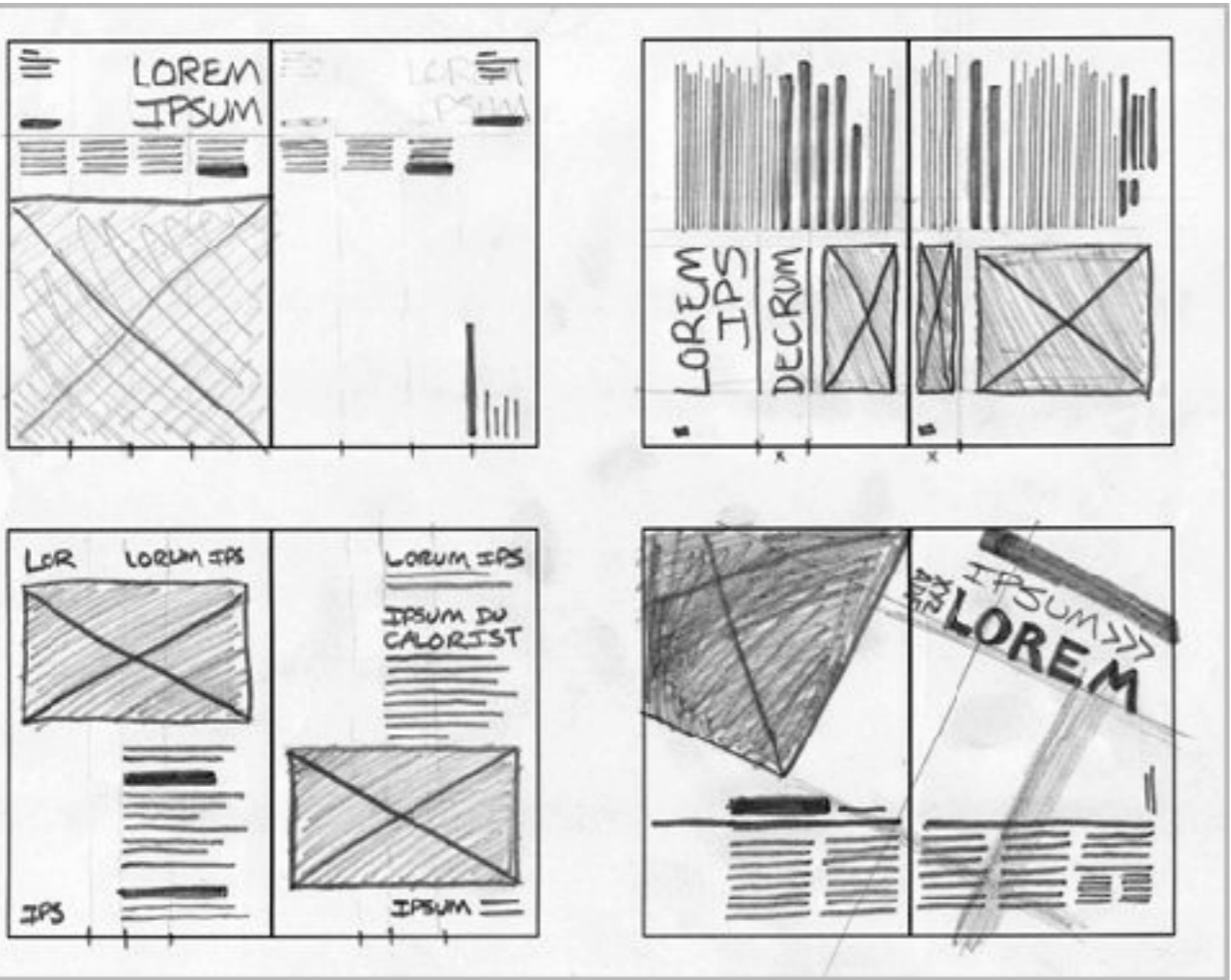
HIERARCHY  
COLOR CONTRAST



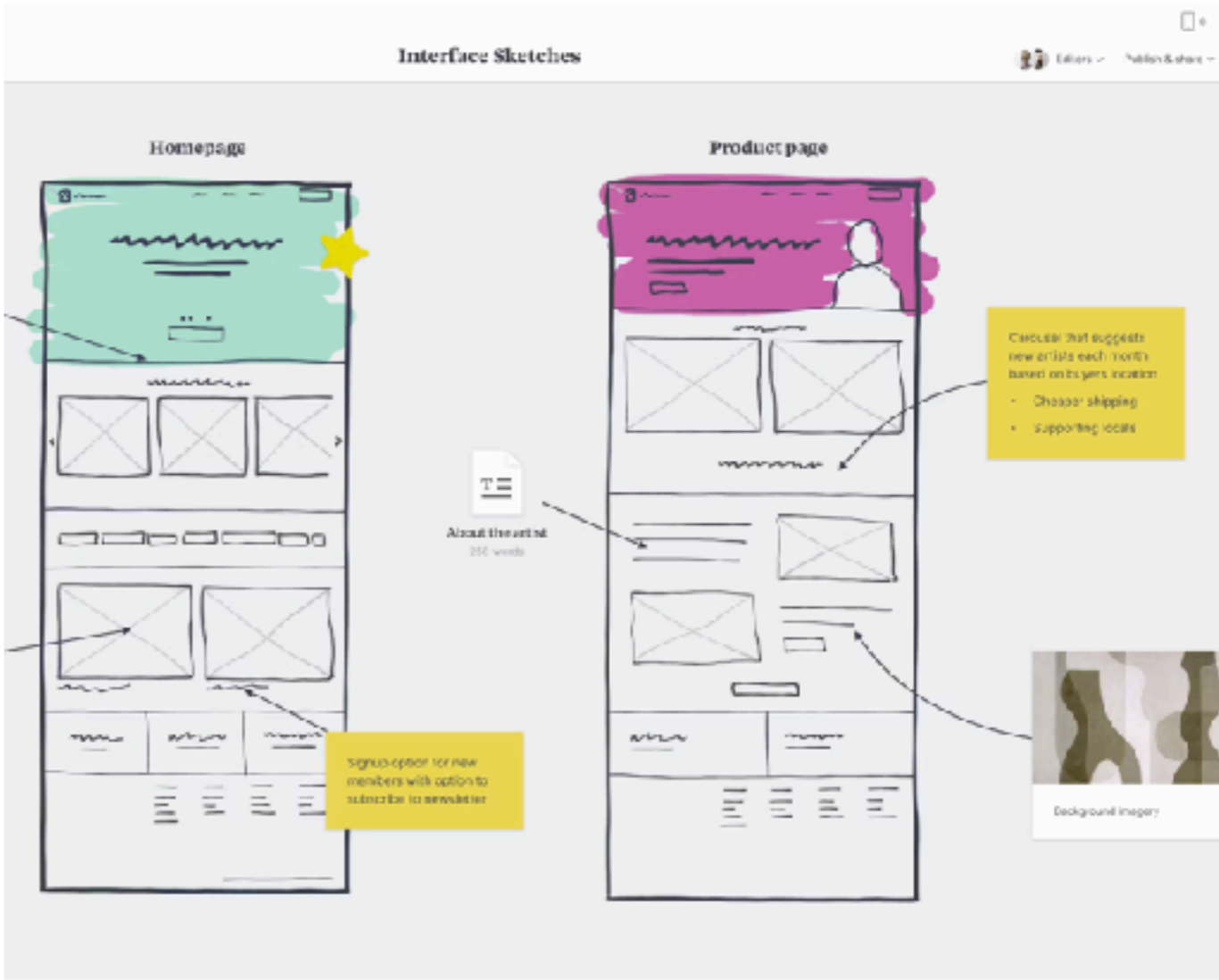
HIERARCHY  
SHAPE CONTRAST



# What is Graphic Design?



A Magazine spread layout sketch

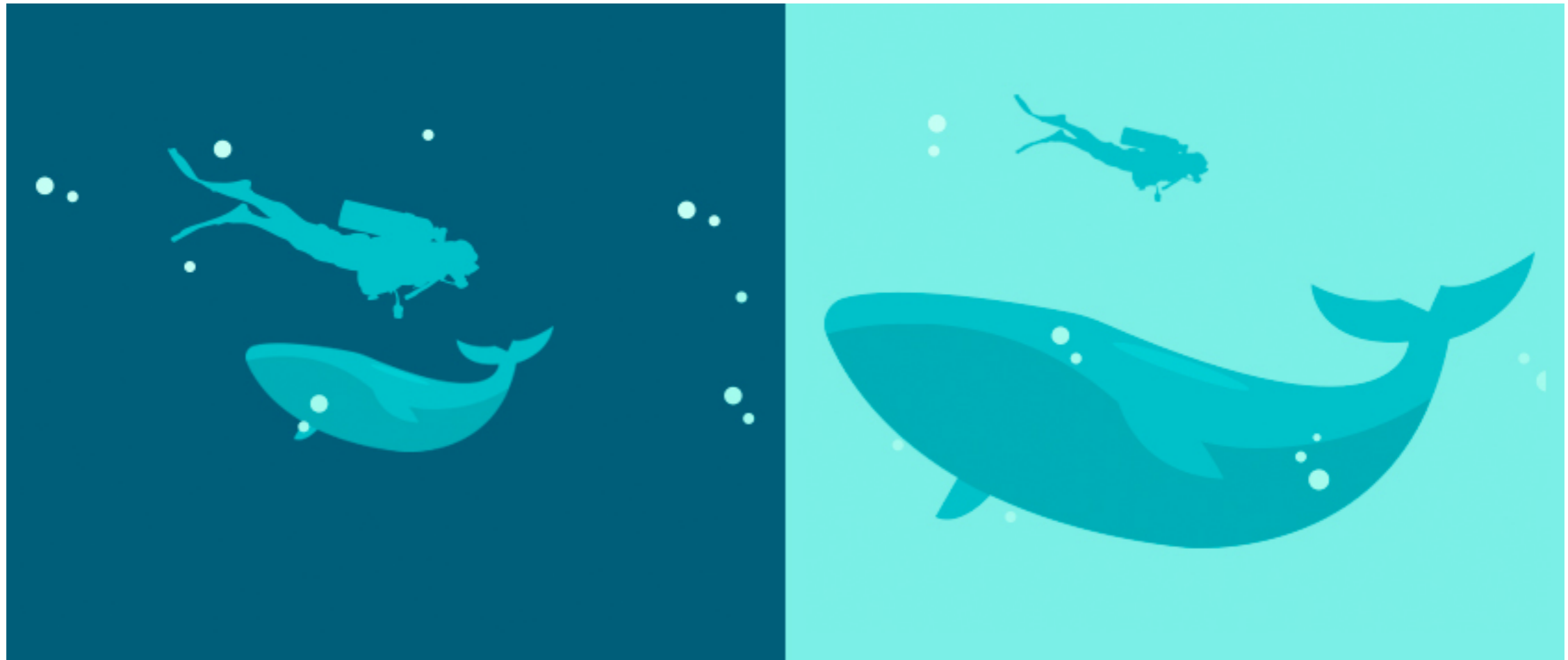


An interface layout sketch

# What is Graphic Design?

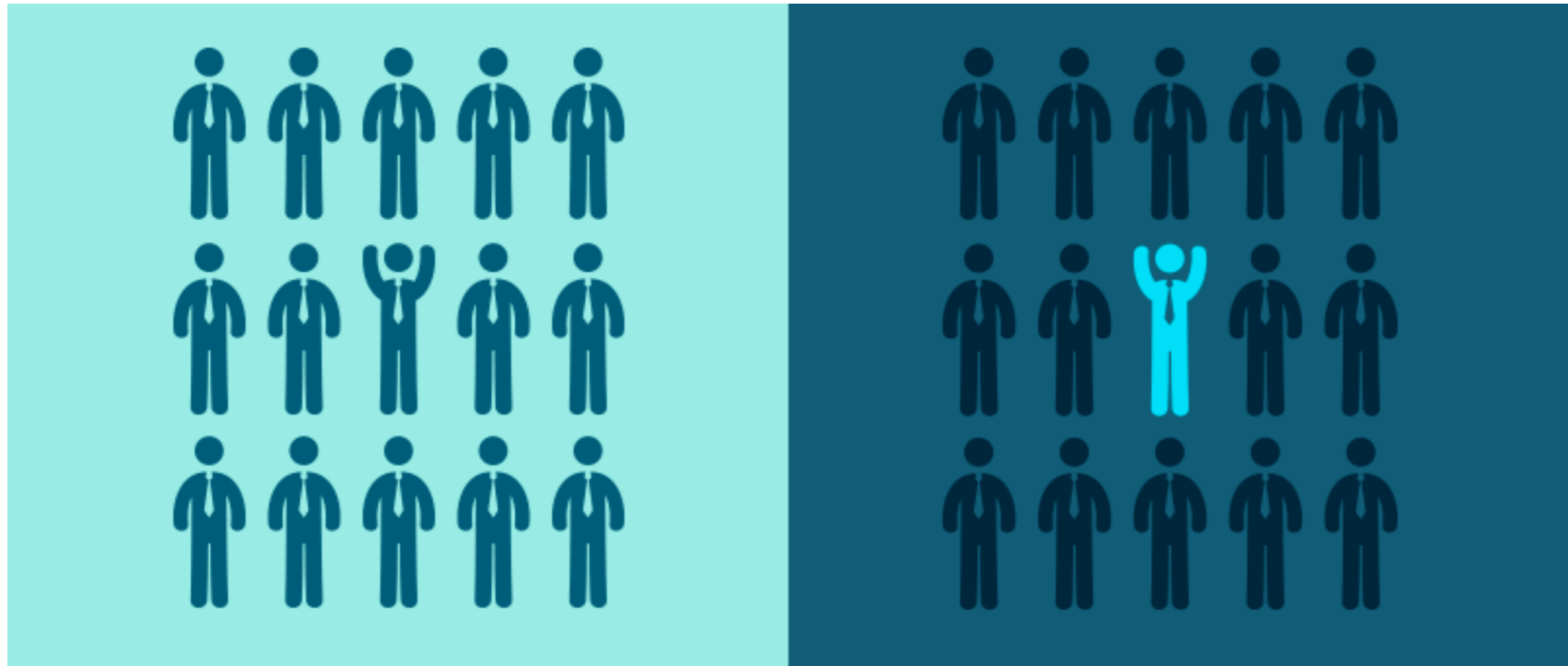


# What is Graphic Design?



Proximity and contrast (scale)  
A Magazine spread layout sketch

# What is Graphic Design?



emphasis

# What is Graphic Design?



hierarchy

# What is Graphic Design?



What is Graphic Design? design elements, principals, features, medium

**Why Graphic Design?** the purpose, communication,  
message, audience

How to Graphic Design? softwares, analog to digital, outcome,  
publishing, formats, technical skills

# What is Graphic Design?



## Why Graphic Design?

Graphic Design is the craft of creating visual content to **communicate messages**.

**Message** - **What** are you telling?

**Audience** - **Whom** are you telling?

**Medium** - **Where** are you telling?



# What is Graphic Design?

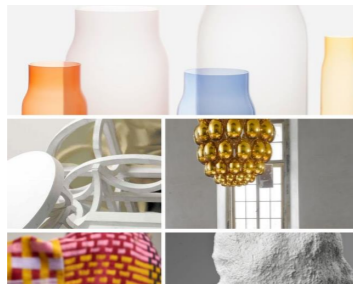


//////PRESS RELEASE//////  
August 19, 2019

## THE BEST OF CONTEMPORARY CZECH DESIGN COMES TO ANKARA

**Shapes and Shapers: Contemporary Czech Design**  
Cermodern Art Center (Altınsoy Street, Number: 306101 Sıhhiye/Ankara/Turkey)  
September 28 – October 30, 2019

*For one whole month, crystal, ceramics, textiles, wood and metal shaped into stunning design objects will transform Ankara's prestigious Cermodern Art Center into a unique exhibition of contemporary design coming from the Czech Republic.*



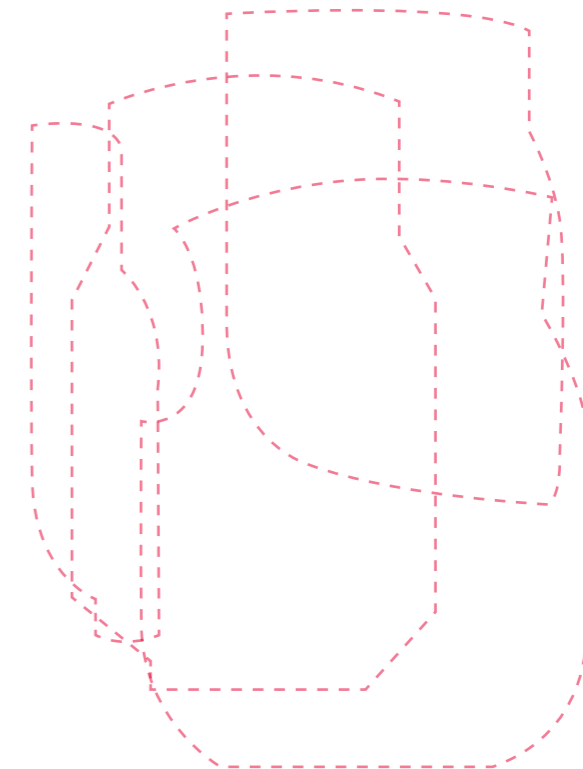
Czech Republic is internationally well-known for its famous Bohemian crystal and centuries old glass tradition, that belongs to one of the oldest in Europe. But there is much more to Czech design! Presenting a selection of some of the best Czech companies and designers, **Shapes and Shapers: Contemporary Czech Design** is the **largest exhibition of Czech design in Turkey** to date. Apart from glass it includes furniture, ceramics, textiles, jewellery, funky eye-wear, live glass blowing demonstrations, ceramics workshops and even a little journey into modern history of Czech design. Organized by the **Embassy of the Czech Republic in Ankara** and the **Czech Centres**, the exhibition is hosted by Ankara's leading contemporary arts gallery **Cermodern** from **September 27 – October 30, 2019**.

### 100 YEARS OF CZECH DESIGN

The Cermodern Art Center offers very generous premises to host this ambitious project. „*Placing the exhibition into a contemporary art gallery context blurs the boundaries between art and design objects and creates new ways of appreciating materials and craftsmanship.*” explains the project curator **Tereza Porybná**. Shapes and Shapers is divided into **three main parts**. **The Story of Czech Design** introduces the development of design in the Czech Republic between 1918-2018 and features some of the most iconic objects created in the past century. From **Libuše Niklová's** inflatable toys, through cubist ceramics and furniture, legendary chairs created by **Jindřich Halabala** to city bikes and pocket knives in the shape of a fish, all the objects are timeless in their quality and also because of the fact they are still being manufactured. This part of the exhibition was prepared by the **Museum of**



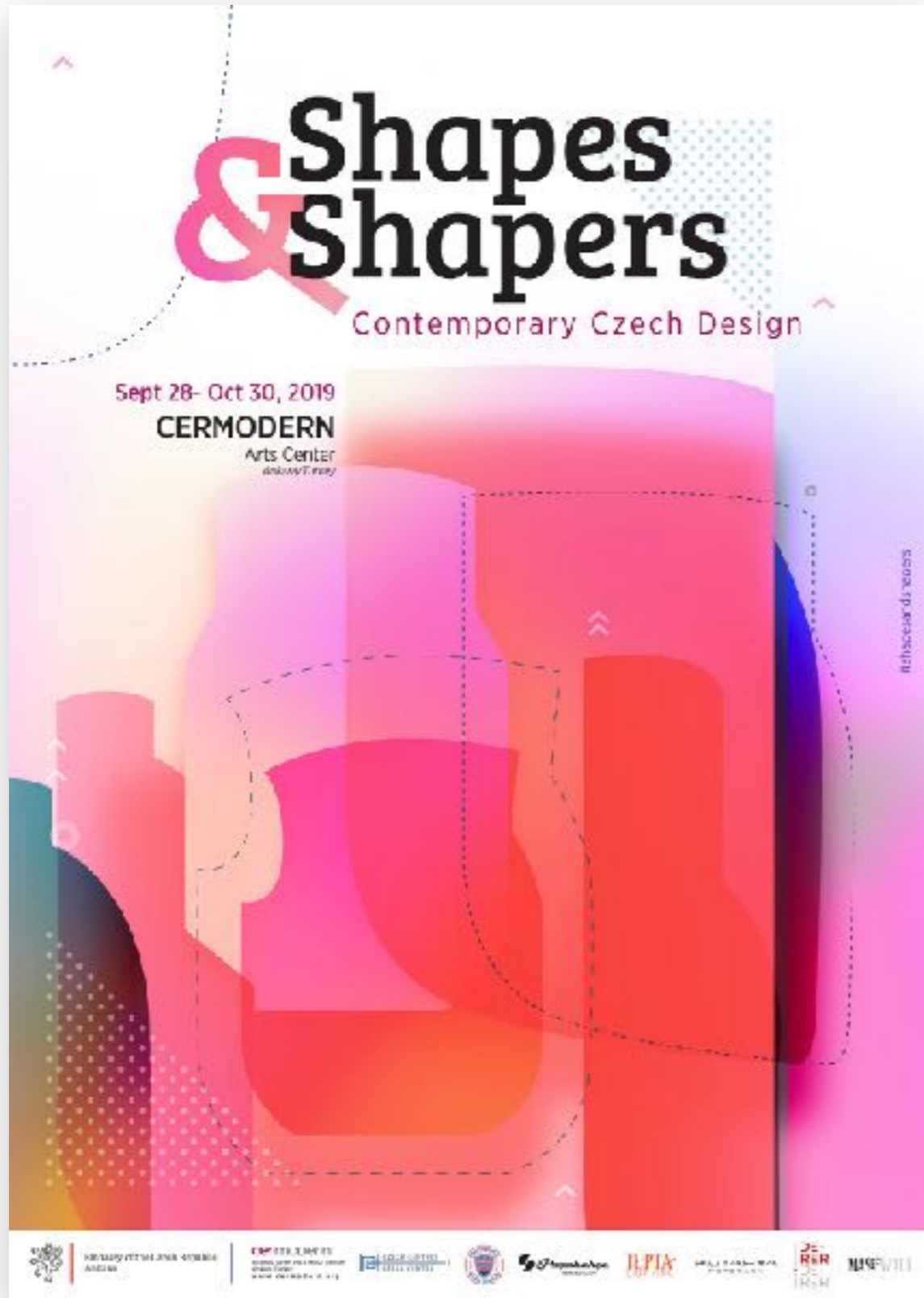
shapes



shapers, designer, artists



# What is Graphic Design?



# What is Graphic Design?



**Mustafa Demireriden**



MUSTAFA  
DEMI·RE·R·IDEN



CLEAN ENERGY  
FOR EVERYONE

---



# What is Graphic Design?



# What is Graphic Design?



**What is Graphic Design?** design elements, principals, features, medium

**Why Graphic Design?** the purpose, communication,  
message, audience

**How to Graphic Design?** softwares, analog to digital, outcome,  
publishing, formats, technical skills

# What is Graphic Design?



How to Graphic Design? softwares, analog to digital, outcome, publishing, formats, technical skills

softwares;

Adobe Photoshop, Adobe Illustrator





Photoshop



Illustrator



InDesign



InCopy



Adobe  
Muse



Flash  
Professional



Dreamweaver



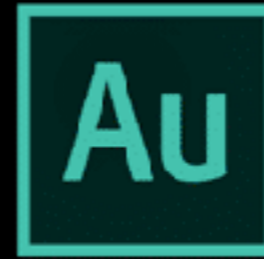
Edge  
Animate



Adobe  
Premiere Pro



After  
Effects



Adobe  
Audition



SpeedGrade



Prelude



Encore



Photoshop  
Lightroom



Acrobat  
Pro DC

# What is Graphic Design?



## Photoshop

Raster image editor



photos



artwork



web graphics



mockups

### Features

Layers, image adjustment, animation



## Illustrator

Vector graphics editor



logos



mascots



icons



1-page docs

### Features

Vector shapes, typesetting, artboards



## InDesign

Desktop publisher



multi-page documents



1-page documents

### Features

Master pages, automatic page numbers, typesetting



# What is Graphic Design?



How to Graphic Design? softwares, analog to digital, outcome, publishing, formats, technical skills

analog to digital;  
sketching(!)  
experimenting  
styling  
transmitting to digital  
editing  
finalize

# What is Graphic Design?



# What is Graphic Design?



How to Graphic Design? softwares, analog to digital, outcome, publishing, formats, technical skills

## **formats**

File formats (designing and exporting/printing)

Color formats

Resolution (dpi)

Paper/printed media formats.. (50X70cm, a4, etc.)

Screen media formats.. (mobile phone, tv, etc..)

# What is Graphic Design?



99d

## Image file formats



### Raster images

Pixel-based graphics  
Resolution dependent  
Photos & web graphics

JPG

Web & print photos and quick previews

GIF

Animation & transparency in limited colors

PNG

Transparency with millions of colors

TIFF

High quality print graphics and scans

RAW

Unprocessed data from digital cameras

PSD

Layered Adobe Photoshop design files



### Vector images

Curve-based graphics  
Resolution independent  
Logos, icons, & type

PDF

Print files and web-based documents

EPS

Individual vector design elements

AI

Original Adobe Illustrator design files

These vector image formats can also incorporate raster elements.

### Image color formats

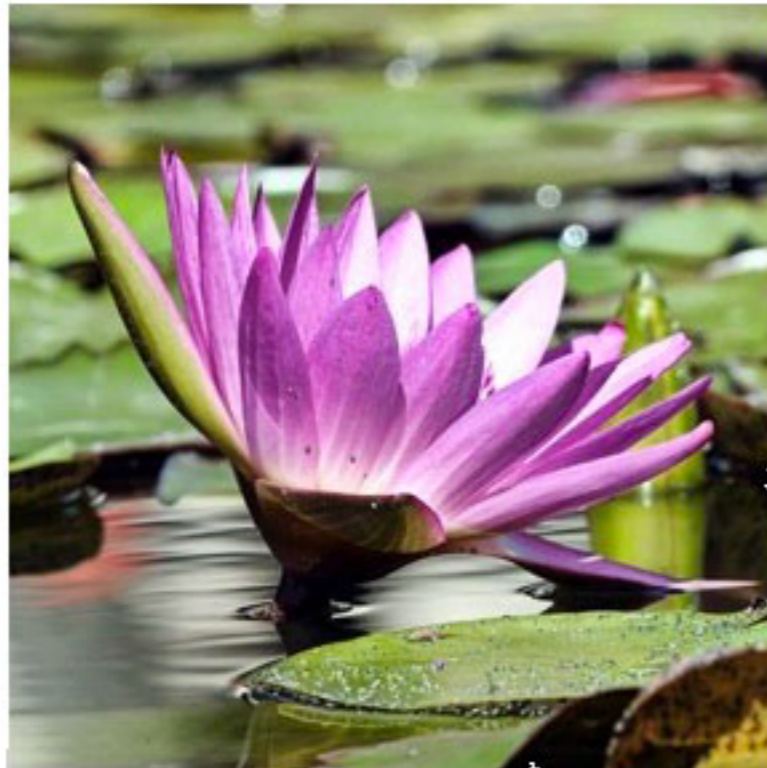
C M Y K

CMYK is a 4-color printing process that stands for cyan, magenta, yellow and key (black).

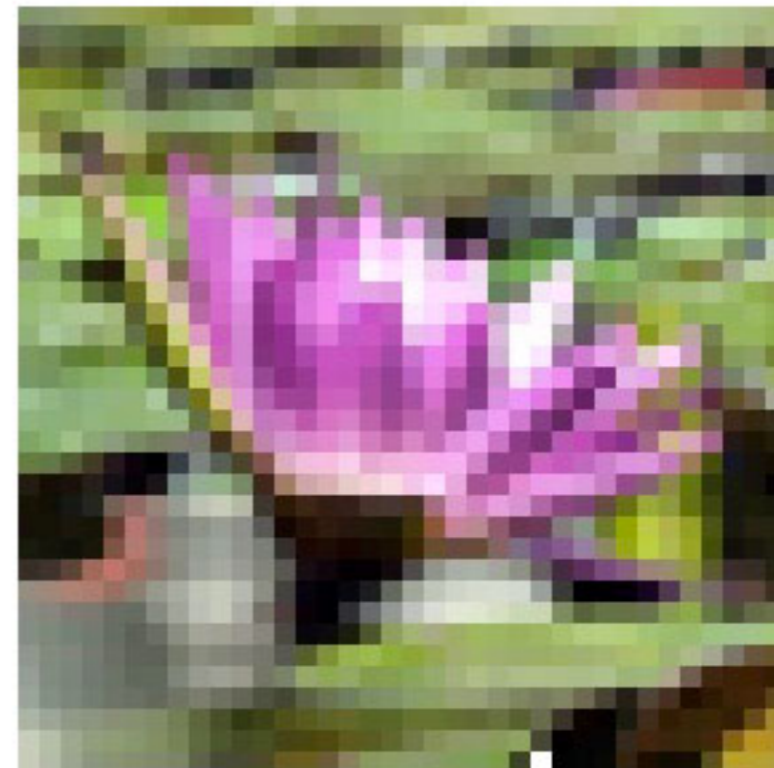
R G B

RGB is a light-based color model that stands for red, green and blue.

# What is Graphic Design?



High Resolution Image

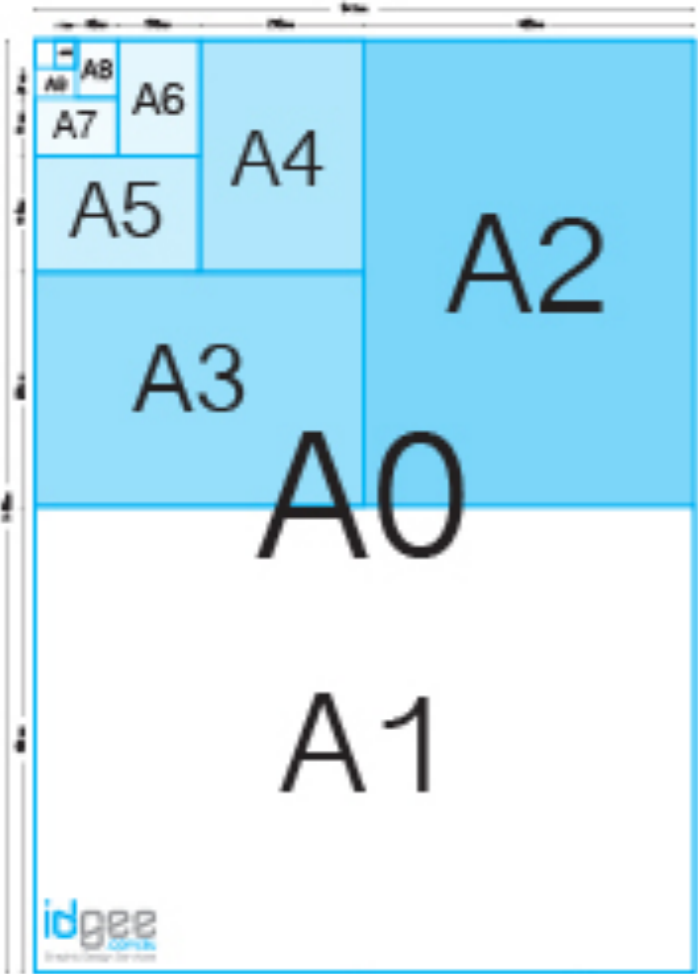


Low Resolution Image

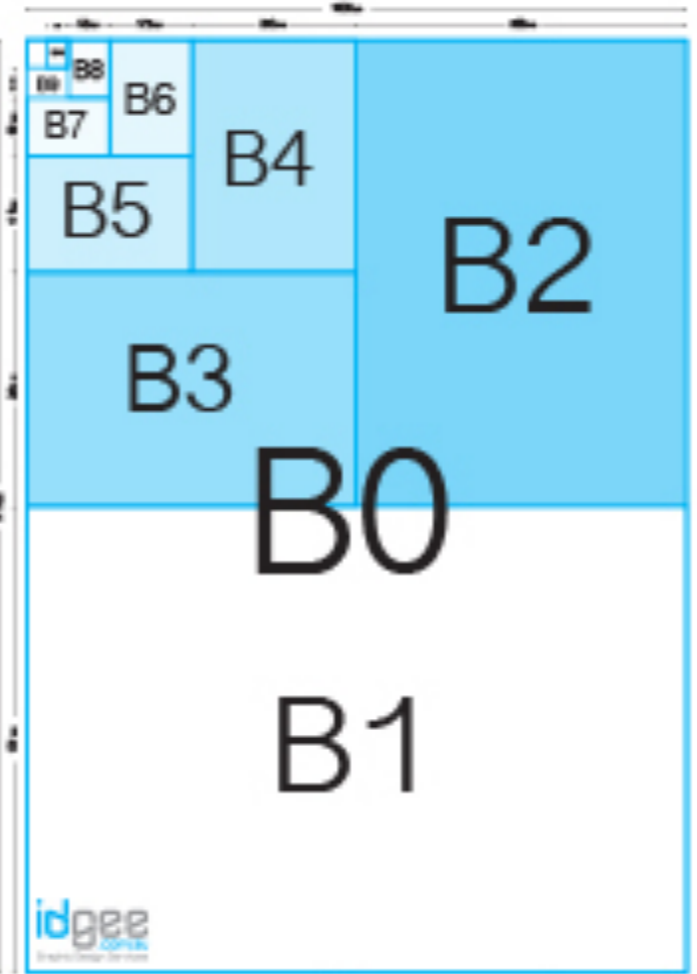
# What is Graphic Design?



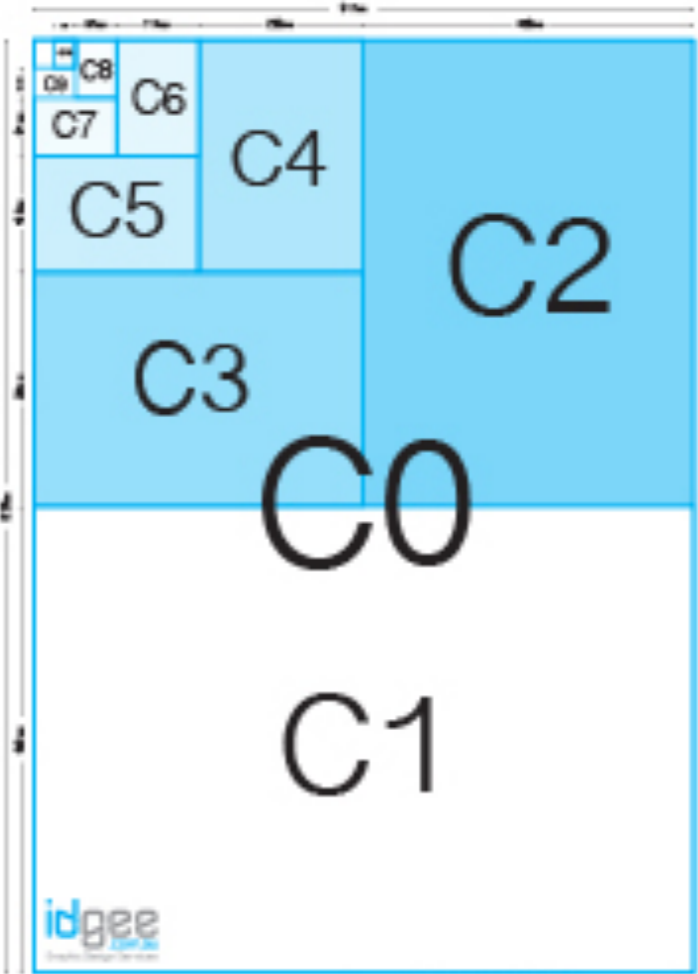
## International paper sizes



A series international paper sizes



B series international paper sizes



C series international paper sizes

# What is Graphic Design?



Galaxy S9



↑ 147.7 mm  
→ 68.7 mm

Galaxy S9+



↑ 158.1 mm  
→ 73.8 mm

iPhone 8



↑ 138.4 mm  
→ 67.3 mm

iPhone 8 Plus



↑ 158.4 mm  
→ 78.1 mm

iPhone X




↑ 143.6 mm  
→ 70.9 mm

# What is Graphic Design?



## Social Media Image Sizes 2023

				
<b>Profile photo</b>	320 x 320	170 x 170	400 x 400	400 x 400
<b>Landscape</b>	1080 x 566	1200 x 630	1024 x 512	1200 x 627
<b>Portrait</b>	1080 x 1350	630 x 1200	N/A	627 x 1200
<b>Square</b>	1080 x 1080	1200 x 1200	N/A	N/A
<b>Stories</b>	1080 x 1920	1080 x 1920	N/A	N/A
<b>Cover photo</b>	N/A	851 x 315	1500 x 500	1128 x 191

## 2019 SOCIAL MEDIA IMAGE SIZES A USER'S GUIDE

**851 x 310**  
PROFILE COVER PHOTO

**180 x 180**  
PROFILE PICTURE

**820 x 312**  
FAN PAGE COVER PHOTO

**820 x 428**  
GROUP COVER PHOTO

**500 x 262**  
EVENT COVER PHOTO



**1584 x 396**  
PROFILE/PAGE COVER PHOTO


**400 x 400**  
PROFILE PICTURE

**150 x 150**  
PAGE PROFILE PHOTO



**2560 x 1440**  
COVER PHOTO

**800 x 800**  
PROFILE PICTURE



**1500 x 500**  
COVER PHOTO

**200 x 200**  
PROFILE PICTURE



**165 x 165**  
PROFILE PICTURE



**1080 x 1080**  
POST

**150 x 150**  
PROFILE PICTURE





# What is Graphic Design?



## GRA 209 Graphic Design for Non-Majors / 2023 Fall

What are we going to learn in 15 weeks? (*Learning Outcomes*)

- . Introduction to design thinking
- . Ways of creative thinking
- . Ability to create a graphic design project (*sketch to finalize*)
  
- . Sense of layout and design principals
- . Sense of typography and type at large
- . Sense of Color Theory
- . Have the basic knowledge of medium, formats, technical issues and software skills
- . Ability to discuss and criticize a piece of design regarding historical and contemporary references

# What is Graphic Design?



## GRA 209 Graphic Design for Non-Majors / 2023 Fall

Projects and Assessment Methods.	
Homework 1. CopenHagen Cowboy	5
Classwork 1. Printing Portrait	5
Project 1 Calligraphy	10
Project 2 Type in Info	10
Project 3 Vector Portrait	20
Project 5 Visual Metaphor (Final)	30
PRESENTATION	10
Inclass Attendance + Participation, Process, FIELDTRIP	10

# What is Graphic Design?



## GRA 209 Graphic Design for Non-Majors / 2023 Fall

Grading.		
<b>A</b>	<b>(4.0)</b>	Outstanding work.
<b>A-</b>	<b>(3.7)</b>	Very high quality work.
<b>B+</b>	<b>(3.3)</b>	High quality work. Substantially higher than average abilities.
<b>B</b>	<b>(3.0)</b>	Very good work that satisfied goals of the project; clear and convincing solutions that is unique.
<b>B-</b>	<b>(2.7)</b>	Good work, above average. The basic problems posed in the project is solved individually
<b>C+</b>	<b>(2.3)</b>	Just above average.
<b>C</b>	<b>(2.0)</b>	Average. Original assignment approached but is not developed further.
<b>C-</b>	<b>(1.7)</b>	Passing but below good academic standing.
<b>D+</b>	<b>(1.3)</b>	Below average.
<b>D</b>	<b>(1.0)</b>	Lacks of full understanding and commitment. Little or no participation.
<b>F</b>	<b>(0.0)</b>	The problem and the concepts are failed to be understood.
<b>A</b>	<b>(4.0)</b>	Outstanding work.

# What is Graphic Design?



## GRA 209 Graphic Design for Non-Majors / 2023 Fall

### Attendance

You're expected to be **PRESENT** in the class hours.

Attendance and participation assessment is %10 of your final grade. If you have absences over 3 full days (more than 9 hours), your Final Grade will be F, FX or FZ. Please check with the Bilkent Uni. Academic Regulations - <https://w3.bilkent.edu.tr/www/lisans-ve-on-lisans-egitim-ogretim-yonetmeligi/>

**3 days of absence > Attendance will be D**

**4 days of absence > F/FX**

Inclass Attendance + Participation, Process, FIELDTRIP

10

# What is Graphic Design?



## GRA 209 Graphic Design for Non-Majors / 2023 Fall

### Notes on Studio Projects and Evaluation.

- Late projects will be accepted but they will receive **lower grade**.
- *Projects with no process (studio critiques, feedbacks) will receive lower grade.*
- *Projects with no process of what we've recovered in the class will receive lower grade.*
- *Projects with process, and that has the executions/demonstrations told in the studio will receive higher grade.*
- Since sense of design cannot be measurable like any other profession, you will be evaluated by;
  - Willing to experiment in visual styles, work in alternatives, and appreciate the design perspectives.
  - Skill development during the class
  - Interested in visual arts and design
  - Accomplish the regulations and learning outcomes of the projects
- There will be homeworks apart from the projects, these assignments are evaluated as Inclass participation assessment.
- Presentations should be simple but effective, and max 15 min.

# What is Graphic Design?



GRA 209 WEEKLY CONTENT - 2021-22 SPRING		
Week	Course Hours	Classwork
1/20 Sep.	Welcome. Lecture: What is graphic design	
2/27 Sep.	Lecture: Grid System + Layout	Homework 1. Copenhagen Cowboy
3/04 Oct.	Screening: TED Talk from JR. Lecture: Art?	Homework 1.Discussion Classwork 1. Portrait Print / + Adobe Photoshop Demo
4/11 Oct.	Lecture: Calligraphy + Contemporary Lettering	Classwork 2. Calligraphy (Project 1)
5/18 Oct.		Project 1. Digital Calligraphy
6/25 Oct.	Lecture: Crystal Goblet + Typography	Project 2. Type in Info / + Adobe Illustrator Demo
7/1 Nov.	Lecture: Semiotics	Project 2. Type in Info / + Adobe Illustrator Demo
8/8 Nov.		Project 3. Vector Portrait / + Adobe Illustrator Demo
9/15 Nov.		Project 3. Vector Portrait / +Submission
10/22 Nov.		<b>Student Presentations I</b>
11/29 Nov.		<b>Student Presentations II</b>
12/29 Nov.	Lecture: Visual Metaphore 1	<b>Student Presentations III + Project 5.Visual Metaphor Briefing</b>
13/06 Dec.	Lecture: Visual Metaphore 2	<b>Project 5. Visual Metaphor / Creative Meeting and Discussion</b>
14/13 Dec.		Exhibition Walk Through + Discussion
15/20 Dec		<b>The Last Meeting</b> + Submission Project 5.Visual Metaphor

# What is Graphic Design?



## GRA 209 Graphic Design for Non-Majors

### Homework.

- Watch the COPENHAGEN COWBOY TV Series (Netflix)
- Choose 2 sequences that have a visual impact
- print 2 screenshot on a a4 and bring to class :)

### NEXT WEEK

+ Discussion on COPENHAGEN COWBOY Homeworks

**+ LECTURE. GRID SYSTEMS and LAYOUT**

+ CLASSWORK

**Adobe Photoshop Introduction demo**

**+ Laptop**

**+ Adobe Photoshop installed** <https://www.adobe.com/tr/creativecloud/plans.html>

What is  
Graphic  
Design?



**NETFLIX**

**OFFICIAL  
TRAILER**



GRA 209  
Graphic Design  
for Non-Majors



Ekin Kılıç Ezer - [instagram/ekinklch](https://www.instagram.com/ekinklch)  
[facebook/ekin kılıç ezer](https://www.facebook.com/ekin.kilic.ezer)

Bilkent Grafik - [instagram/bilgra](https://www.instagram.com/bilgra)