YEDİTEPE UNIVERSITY

FACULTY OF COMMUNICATION

VISUAL COMMUNICATION DESIGN DEPARTMENT

2022-2023 ACADEMIC YEAR / SPRING SEMESTER

VCD 492 GRADUATION PROJECT

CONTENTS

1. GRADUATION PROJECT CONTENT

Within the scope of the graduation project, students are expected to create a project in line with a concept that is suitable for the interdisciplinary structure of our department. These projects can include future design, artistic installation, multimedia application, mobile application, different designs that will contribute to the art and business world.

In graduation projects, students are expected to make a presentation in which they bring together well-organized materials whose intellectual and design themes are completed.

Purpose:

1. It prepares students for what they will encounter in the field of visual communication design.
2. By starting from and developing a message or concept, it gives the ability to convey this message to the target audience in the most effective, creative and attractive way in multimedia.
3. Develops artistic intuition about appropriate format (expression) and media selection.
4. Gain the technical skills to transform the designs into a creative product.
5. It provides cultural, aesthetic, ethical and life sensitive analysis methods and awareness development.
6. Contributes to gaining designer initiative.
7. It teaches how to design and structure high-level campaigns that can meet/interpret sectoral expectations at a high level and use time effectively.
8. Teaches social media technologies and formats.
9. Educates designers suitable for 2D, 3D, Web, printed, time-based, interactive and multimedia.
10. It creates innovative, developing and forward-looking design awareness.

The content of the projects, consultancy and course requirements are given below. All students are required to abide by these rules and follow the timetable (VCD 492 Graduation Project Timeline) that will be announced at the beginning of the academic year. In order to graduate, the Visual Communication Design Department student has to complete this course given in the last semester and get a passing grade.

Scope of the Graduation Project

Visual Communication Design Department graduation project consists of two parts:

1. Project Implementation

2. Project Report

1.1. Project Implementation

The applied fields of study that can be chosen are as follows:

1.1.1. Project Themes

a) International and national; selected themes for competitions, biennials, festivals and other major events.

b) Creative, fantastic, surreal, fictional or nonfiction, experimental proposals.

c) Suggestions that bring a new dimension to the concepts created from social, health, environmental, cultural and vital problems and offer solutions.

d) Projects that produce and propose solutions to contemporary problems (For example, campaigns advocating violence, disability, inequality, discrimination, human rights).

e) Social projects that contribute to the services of social and official institutions.

f) Documentaries.

g) City, cultural space, living space, urbanization.

h) Student's own theme proposal to be presented with justification.

The suggestions of students who want to work in a field other than the specified genres and formats should be evaluated by the instructors who teach the VCD 492 Graduation Project course.

1.1.2. Media and Narration Styles

a) 2D and 3D illustrations, comic book development, object and character designs.

b) Graphic-based printed or digital products and derivatives.

c) Interaction design examples.

d) Web/internet based designs.

e) Exhibition, cladding and installation.

f) All kinds of video production, short and long film production, animation film, puppet film, sound and music production.

g) Designs and robotic innovative products produced with wearable technologies.

h) Virtual Reality and Augmented Reality designs and products.

i) A well-planned photographic concept.

j) Multimedia, tablet and smartphone applications, software.

k) Calligraphy, contemporary interpretation practices of traditional arts and typography design.

l) Other than these, the student's proposal and the way of expressing the project approved by the members of the jury.

Student; designs a multi-project consisting of **at least 3 modules.** The scarcity of modules is proportional to their scope. The project should consist of examples that demonstrate multifaceted skills. The student must choose one of the following **Multimedia Project Packages:**

a) Graphic-based print or digital applications + video-effect-compositing + web design or blog.
b) Product design + photography + web design + strategy +*1 elective application.*
c) 2D-3D animation + video-effect-compositing + graphic based printed/digital applications.
d) Digital illustration works + web design + graphic-based printed/digital applications.
e) Typography/calligraphy studies + graphic-based printed/digital applications + web design +*1 elective application.*
f) Video/photo work + effect-compositing + web page/blog + graphic-based printed/digital applications.
g) Game design/mobile application design + web page/blog + graphic based printed/digital applications.
h) Interactive works + graphic-based print/digital applications + exhibition-performance.

1.1.3. Final Project File

- The content must be original.
- Project files should be named correctly to avoid possible confusion.
- Project files should be saved as PDF and delivered via USB as it will be archived later (Make sure that the file is opened and working).
- Additionally, a screenshot should be taken.
- All marks and records in the print file must be a minimum of CMYK 300dpi.
- Videos: HD, 1920x1080dpi, 1280x 720 dpi, RGB, 25 FPS.
- Digital Video Files: 72dpi, mp4., Mov., Avi, Pal.
- 2D – 3D: Minimum 3 minutes, character design, storyboard.
- Web: HTML/CSS, 960 pixels wide, at least 10 links.
- Interactive Publishing: A minimum 10-page layout.

- Logo: It should be presented on A4 paper. The larger one (with the longest side not larger than 15 cm) should be on top, and the smaller one (with a 2 cm gap). Examples are attached. (Appendix 2: Logo creation tips - APPENDIX 3: Logo design guide).
- Project report submission.

1.2. Project Report

Reporting of research conducted varies according to the purpose and target audience of the research. However, there are some general sections that should be included in every research report:

1. Abstract
2. Introduction
3. Methodology
4. Findings and Discussion
5. Conclusion
6. References

The project report file must be at least 15 pages (and more) and must be submitted in a spiral. The report text should be prepared in **English**.

Abstract: The part that distinguishes your work from other studies on the same subject is the summary of your research. The summary should briefly include the research problem, main arguments, methodology, key findings and conclusions. It should not exceed 100-150 words. The summary section will make it easier to understand the project and distinguish it from other studies, as it presents the objectives and overall results of your research.

Introduction: This section, which can be arranged with different titles and sub-titles according to the content and scope of the research, should include answers to the following questions. In addition, this section includes the literature review that should be included in every research report. The literature review reveals the necessity of the research.

- What is the project concept-theme?
- Why is this problem important?
- What is the aim/objective of the project concept?
- Will it offer new recommendations for implementation?
- Are there any previous examples about the project?

- If any, what kind of results did they come up with and how do they relate to your project? In other words, what will be different from these examples?

- Who are the parties-actors of the project concept? And who is the target audience of the project?

- What is the expected result about the research (project)?

- What are the questions waiting to be answered in this area?

- What kind of contribution will be made to the field related to the study, what gaps will the research fill?

A very important point to be considered while scanning the literature is to comply with ethical rules when citing the works of others.

Ethical Rules

Ethics: It can be defined as complying with professional standards regulating the performance of a particular profession, line of business or art (Böke et al., 2009: 58).

Making use of and citing other works is acceptable and very common in practice, and no problem arises if the authors are properly referenced in style. However, it is plagiarism to take advantage of the intellectual achievements of others without giving the owner's rightful credit. Therefore, the following rules should be observed:

- To quote the source book without any reference,

- To transfer citations, sometimes in full and sometimes in free translation,

- Not mentioning the cited book in the use of figures and pictures in the source book. (For example: Doğan, 2003).

Methodology: In the methodology section, how the research (project) was carried out should be explained in detail. The methodology section should come after the introduction and include the following question:

- Under which application headings will the project be examined? (Tool, method, technique and technology)

Findings and Discussion: This section of the report is the section where the results of the analyzes are presented. Design tables or graphs showing the analyzes made are presented in this section. The important thing to note in this section is to avoid discussing them by only presenting the results of the analyzes.

The discussion section is the part where the findings obtained in the research are explained and interpreted. This section should basically contain answers to the following questions:

- To what extent do your findings support or contradict existing theories?
- Are your findings similar to those obtained in previous studies?
- If not similar, what are the parts that are different?
- If different results were obtained, what could be the reasons?

Conclusion: The conclusion section is the part where you summarize the results of the research (project) and contains the answers to the following questions:

- What kind of contribution will the research project make to the visual, cognitive and design field?
- Are there any issues that the study fails to explain? (What are the limitations of the study?)
- What are the recommendations for future work in the same field?

References: This section is the section that includes the works used and cited during the study. There should not be any work that is mentioned in the research (project) report and is not included in the references.

There are many writing styles (such as APA, Turabian, MLA, Oxford) that regulate how citations are referenced and in what format they are specified in the references section. The report should be written in accordance with the Yeditepe University Thesis Writing Rules, which are based on the APA (American Psychological Association) style. Report cover, edition etc. must be within these rules. The links to be used for writing are as follows: http://www.apastyle.org, http://writingcenter.yeditepe.edu.tr/

2. DETERMINATION OF ADVISOR

Within the scope of the Graduation Project course, each student works with an instructor who will advise him or her during the project work. In the determination of the advisor instructor, it is arranged by giving priority to the instructors with whom the students want to work together for the project. A rearrangement can be made according to the density of the number of students, of which the selected advisor is the advisor with the final evaluation, and

the suitability of the student to the subject. Students are responsible for complying with each advisor's own working method.

3. ACCEPTANCE OF PROJECTS

Students are responsible for researching the concept of the graduation project with the main titles and supporting subtitles, which are the components of the Visual Communication Design Department, and preparing it in the specified format and time.

Each student presents the preliminary work they have done for the graduation project they want to realize to the commission members **on the date and place specified in the VCD 492 Graduation Project timetable.** Students whose projects are accepted and their advisors are approved are obliged to meet with their advisors at intervals determined and approved by their project advisors, and to deliver the work they need to complete on the dates specified in the calendar to their advisors in a hard copy and digitally. Students' changes in projects during the process are subject to the approval of their advisors. In such a case, the student must inform the other graduation project advisors of the change and submit the new project proposal to them. In case of a project change, the student is still obliged to comply with the work schedule.

4. CONDUCTING OF PROJECTS

Practical projects carried out in the company of a consultant are carried out by considering the dates and conditions in the work calendar determined every year. Students have to continue their projects under the supervision of the advisor at all stages from research, development and correction of the result.

5. EVALUATION OF PROJECTS

In implementation projects, evaluation is carried out depending on the timely delivery of the work specified in the work calendar to be distributed in each semester, and the monitoring and grading of the completed project in front of the Graduation Project Evaluation Jury and students. The final grades of the students who do not submit the documents and recorded material that they need to submit within the periods specified in the study calendar are given by taking this matter into account. Written or recorded materials that must be brought at all stages are delivered in two copies, one to the student advisor and one to be kept in the archive. A copy must be retained by the student before it is presented and graded before the jury.

Presenting of Project

1. Phase 1: Purpose
2. Stage 2: Identifying the problem
3. Stage 3: Defining the model (What to do, why to do, etc.)
4. Stage 4: Implementation (How the Implementation will take place)
5. Step 5: Extracting the synthesis as a whole
6. Stage 6: Budget (Planning the cost of the project)

It should be presented in a way that covers the specified stages and does not exceed approximately **20 minutes**, and should represent the work in the best way. The presentation must be made with all files compiled, organized and in a professional manner. After the presentation, there are questions, suggestions and corrections of the members of the jury.

Exam Presentation Evaluation Criteria:

- Presentation organization
- Time usage
- Use of resources/materials other than the textbook
- Creativity
- Events
- Interaction during the presentation
- Answering audience questions

All projects are evaluated by at least 3 jury members and the average of the grades they give is converted into a final grade. The projects are presented to the jury after being inspected by the advisor and making any corrections, if any. For this reason, it must be completed before the meeting date of the jury and submitted to the advisor in its final form. The Jury may request additional corrections before grading. The student receives the grade after corrections and submitting the project report.

The grading for midterm and final exams is as follows:

Project Implementation (60 Points) + Presentation (20 Points) + Project Report (20 Points) = 100 Points

Final Note: Midterm 40% + Final 60%

a) "I" GRADE CONDITIONS

I-Incomplete: Given to students who cannot complete the necessary studies for the course due to valid excuses. These students must complete the deficiencies required by the I grade by the end of the add/drop date of the next semester at the latest; Upon completion of the deficiencies, the student receives the required grade, and if the deficiencies are not completed by this date, the student's I grade automatically turns into FF.

b) "X" GRADE CONDITIONS

X-In Progress for Projects and Theses: Given to students who are continuing their project, thesis and similar studies.

According to the department decision taken in the 2017-2018 Academic Year Spring semester of the students who get this grade; They must complete the deficiencies required by the X grade by the final date of the next semester at the latest; Upon completion of the deficiencies, the student receives the required grade, and if the deficiencies are not completed by this date, the student's X grade is changed to FF grade.

c) "FF" GRADE CONDITIONS

FF 0.0 Failed (Failed to pass the end-of-year exam). If the same situation continues at the end of the make-up exam, the grade is finalized as "FF".

e) "FA" GRADE CONDITIONS

FA 0.0 Failed (Unable to take the end-of-year exam due to absenteeism)

It is the responsibility of the advisor instructor to supervise all these conditions. It is the student's responsibility to comply with the deadlines and conditions required for the graduation grade point average.

6. IMPORTANT REMINDERS TO BE SUCCESSFUL IN GRADUATION PROJECT

1. The timely delivery of each given stage of the project and the cooperation with the advisor will be reflected in the evaluation as a midterm grade. If the required stage is not delivered on time, there will be a certain loss of grades.

2. Projects that do not reach a sufficient intellectual and practical level will be rejected, as the projects will show whether the department and the student have sufficient knowledge and ability to use it, not as a coursework.

3. Each project will be evaluated by a jury composed of department instructors and advisors, and a final grade will be given.

7. JURY AND EVALUATION CRITERIA

Jury

The instructors who teach the VCD 492 Graduation Project course in the 2023 Spring semester are as follows:

Prof. Dr. Neda ÜÇER

Assist. Prof. Dr. İ. Cem Bölüktaş

Assist. Prof. Dr. Merve Çaşkurlu

Inst. Gül Bakan PhD.

Inst. K. Gökhan Gürbüz

Inst. Yasemin Ülgen Muluk

Evaluation Criteria

1. Attendance to Classes (According to the University Education and Training Regulations, the right to absenteeism is 20%)
2. Preliminary Research
3. Problem Solution
4. Purpose, Target (Message, Audience)
5. Strategy
6. Authenticity
7. Design (Product Development: Technical skills and concept development)
8. Creativity
9. Use of Digital Media
10. Presentation Skill and Technique

Evaluation Criteria Guide

Design Skill

- Visual appeal
- Contents

- Composition
- Typography

Technical Competence

- Software usage

- Ability to apply effects

- Image formatting and configuration skills

- Drawing

- To be able to overcome quality, resolution, compression problems

- Presentation formats and techniques

- Ease of navigation

- Interface design appeal

Research and Communication Skill

- Design process

- Listening to opposing views and seeking solutions

- Presentation

- Ability to work together and adapt

Time Management Skill

- Planning

- To be able to produce products on time

- Evaluation

APPENDICES

APPENDIX 1: File cover template to be used in project reports

APPENDIX 2: Logo creation tips

APPENDIX 3: Logo design guide

T.R.

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VISUAL COMMUNICATION DESIGN DEPARTMENT
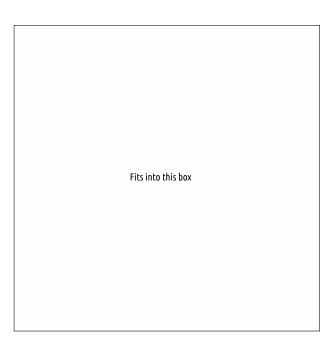
VCD 492 GRADUATION PROJECT

Prepared by

XXXX XXXXXXX

Advisor

XXXX XXXXXXX

2022-2023

SPRING SEMESTER

LOGO CREATION TIPS

1. Memorable / Unique / Timeless

2. Simple / Versatile
   Does not loose its character when:
   A) Printed on different mediums
   B) Scaled down
   C) Printed in B & W (black and white)

3. Represents the brand

4. No tiny details and no more than 3 colors

Logo Design Guidelines

Fits into this box

Smaller versions

Color | B & W