



Artist  
Design Graphic  
ARTS  
History of Art  
Art Education



World Conference  
on Design & Arts

4<sup>th</sup>

# World Conference on Design & Arts

26-28 June, 2015  
Christian University, St. Petersburg, Russia

## Abstracts Book





**4th WORLD CONFERENCE on DESIGN and ARTS  
WCDA-2015**

**26-28 June, 2015**

**Christian University, St. Petersburg, Russia**

**ABSTRACTS BOOK**

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## ABSTRACTS

### A RESEARCH ON THE RECREATION NEEDS OF SYRIAN REFUGEES LIVING OUT OF THE CAMPS IN TURKEY AND THE POSSIBILITY TO MEET THESE NEEDS

Kayhan KAPLAN, Hatay deputy mayor/ Hatay-Turkey

#### Abstract

Since the domestic disturbance in Syria started in 2011, an increasing number of Syrian Arab Republic citizens has been temporarily migrating to Turkey as refugees. Republic of Turkey has been the most generous country providing humanitarian aid both in temporary refugee centers and in residential areas to Syrian citizens affected by this tragedy. It is known that approximately 500 thousand registered refugees have been migrated to Turkey until today. Moreover, it is estimated that this number can reach almost 1 million with non-registered refugees. Only 200 thousand of these refugees have been living in camps. It is endeavored to increase the life standards of refugees with education centers for children, health services and vocational courses provided by Prime Ministry Disaster and Emergency Management Presidency. However, there is no research about the 70% of those refugees living out of those camps and their needs, wishes and solitude. This study aims to find out the recreation needs of the refugees living out of the camp in Hatay province. Altınözü, Kirkhan, Yaylaadağı, Reyhanlı and Antakya districts where the Syrian refugees are living to the highest degree, were chosen as research areas. Firstly, a questionnaire has been conducted with the participation of 350 people living in the 6 neighborhood of Altınözü district via face-to-face interview method. This questionnaire has helped to develop the profiles of Syrian refugees and tried to determine the recreational requirements of them.

Keywords: recreation, , Syrian refugees. Recreation planing, migration

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## GET THEM ALL: VISUAL IMPACT AND USE OF STEAM ACHIEVEMENTS

Oğuz Tunceli, Ankara, Turkey

### Abstract

A long time past since the in-game achievements first appeared in video games. They were used as visual trophies (like awards or medals) for players to see how far they ranked and achieved different goals in a game. Nowadays with the digital PC and Console sale & play system "STEAM" developed by Valve Corporation, in-game achievements changed to a dynamic and out of game content which is visually to be discussed. The purpose of this study is to discuss and understand the visual design, use, and effectiveness of achievement system on Steam interface and in in-game environments. This study graphically analyzed Steam achievement showcases, lists, icons in terms of composition, size, style, typographic description and frequency of occurrence on Steam interface and in in-game layouts. The interface of steam analyzed and it is founded that achievements are used in standard sizes and typography changing in style per game. The achievements are shown to players on their profiles and on their friends' pages in the game showcases. Also players always notified when a friend gets a new achievement. In conclusion Steam Achievement system is understood to be an efficient visual structure that helps players to compete and connect beyond the game that nicely fits the social needs of today's social networks and online communities.

Keywords: Steam Achievement, efficient visual structure

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## FORM RESEARCH TO PRACTICE: CREATIVE ILLUSTRATIONS OF CULTURE SHOCK

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### Abstract

This creative research paper explores the phenomenon of culture shock, integrating traditional Chinese Aura Beasts as inspiration of mascots creations, which carries the new theme of an innovative illustration. The process of culture shock developed and experienced into the stages of "Experience", "Impact" and "Integration". By observing the phenomenon of culture shock in life, this paper is going to transform these norms with three cultural perspectives: "Time", "Nation" and "Opposition", in order to derive the phenomenon of culture shock from each stage as the series of illustrations. Aura Beasts and Mascots could upgrade the narrative of the creation and the creativity of cultural value-added because both phenomenon possess the symbols with identification as well as the functions with auspicious image of happiness and good omens. According to self-reflection and induction of this creative research outcome, the creative elements of "conflicting", "dynamic sense" and "humor" can effectively control the composition of continuity and homogeneity of illustration creation. "Conformity", "Gestures" and "Un-substitutive" as the three key creations, can be efficiently converted traditional mascot into story configuration for illustrations.

Keywords: Culture Shock, Mascot, Illustrated Creation, Chinese Aura Beasts.

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# PARADIGM SHIFT IN INDUSTRIAL PRODUCT DESIGN: GENERATIVE DESIGN

**Saliha Türkmenoğlu**

## **Abstract**

Generative Design is an up to date topic in recent decades in areas such as industrial product design, architecture, and interaction design. It can be defined as finding the basic codes of “creating” and presenting a flexible implementing plan for design with certain algorithms. Examining the roots and reasons of Generative Design is the subject of this article. Nigel Cross’s article “The Coming of Post-Industrial Design” which investigates the paradigm shift at industrial product design after “Modern Movement” and puts forward suggestions for future, has taken as basis. In collaboration with Cross and his contemporaries comments, revealing factors of generative design will be analyzed.

Keywords: Post-Industrialism; Paradigm Shift; Generative Design; Industrial Product Design; Digital Fabrication

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## CONNECTING FAITH AND PEDAGOGY: FORTUNE FAVORS THE BRAVE

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**Mary Kathryn McVey**, Franciscan University, 1235 University Boulevard, Steubenville, Ohio 43952

### Abstract

This paper examines the defined charisms of an international field placement, the connection of those gifts with the culture and faith of participating preservice teaching candidates and investigates candidates' reflections of teaching persona and self-efficacy fostered by an international teaching experience. Launched in 2010, the ELISA (English Learners in Specialized Atmosphere) program was intended to provide opportunities for preservice candidates to cultivate global classroom perspectives and culturally relevant teaching. As the partnership between the University and pilot schools in Gaming, Austria strengthened, the education faculty began to identify that something deeper was occurring. Participants in the field placements were not only developing pedagogy but connecting their faith to their reflective practice and teaching.

Keywords: Charism, Study Abroad, Preservice Teaching Candidates, Culturally Relevant Teaching

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## EMOTIONAL AND MOTIVATIONAL BARRIERS TO LEARNING:A QUANTITATIVE STUDY REGARDING HIGH SCHOOL STUDENTS IN TURKEY

Eda GÜRLen,  
Tuğba CİHAN,

### Abstract

Identifying barriers to learning and finding ways to overcome them is a significant concept to ensure that all students benefit as greatly as possible from the learning experience. According to the Education White Paper 6 (2001),which suggests “building an inclusive education and training system” to expand the participation of all students in the culture and curriculum of educational organizations and minimize barriers to learning, “all children, youth and adults have the potential to learn within all bands of education and they all require support” (p.24).This study aims to provide a conceptual framework for identifying the emotional and motivational barriers to learning with regard to high school students in Turkey and make suggestions to support those experiencing barriers to learning within the education system so that all students can make the most of the learning process. Based on this the following questions are examined: 1) What are the emotional barriers to learning that hinder academic learning for high school students?(In terms of the emotion of fear, shame and stress). 2) What are the motivational barriers to learning that hinder academic learning for high school students?(In terms of self-efficacy, lack of a goal, self-regulation and learning environments).Descriptive method has been used in this study as it aims to depict the existing situation as it is. Scale of Learning Barriers is a likert style scale developed by GürLen&Cihan (2015) has been administered to high school students from different regions of Turkey. Based on the findings of the study the suggestions are made.

Keywords: emotional learning barriers, motivational learning barriers, high school student

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## EFFECTS OF USING OF CONTEMPORARY ART IN HIGH EDUCATION ON STUDENTS METACOGNITIVE AWARENESS

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### Abstract

The aim of this study was to determine the effects of the use of contemporary art in High Education on Students' Metacognitive Awareness from students' point of view after their involvement in specially designed activities. The learning context was created under the main thesis that metacognitive development can be supported by the creation of didactic situations, in which three different relations are blended - with the environment, with the others, and with oneself, based on the combination of different spaces. This thesis here was interpreted under contemporary art. The study was carried out with three groups of students from different specialty in period between 2014 and 2015. Quantitative data was used for the base of the analyses. The data was obtained using the Metacognitive Awareness Inventory which was developed by Schraw and R. Dennison (1994). As a result it was outlined that the main effect of using contemporary art in context of this research is the regulation of cognition.

Key words: design of educational activities, metacognition, contemporary art

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## VIRTUAL REALITY (VR) TECHNOLOGIES IN EDUCATION OF INDUSTRIAL DESIGN

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### Abstract

Design is an art and art is a design. Today, all industrial products are the result of a design process. Industrial design is a multi-disciplinary field of study, which has a goal to create and produce new objects and it focuses on designing of products by using knowledge related with applied science as well as applied arts and various engineering disciplines. Academic programs related to industrial design focus on achieving the proper balance between practicality and aesthetic pleasure. Courses may include graphic and industrial design basics, manufacturing, modelling and visualization, environmental and human interaction in design. Computer aided design software are strongly emphasized. Students constantly observe, model and test their creations. They investigate the optimal ways to design virtually any type of products, including computer interfaces, appliances, furniture, transportation and recreational items. The developments of new interactive technologies have inevitably affected to education of design and art in recent years. VR is an interdisciplinary emerging high technology. VR interfaces, interaction techniques, and devices have been improved greatly in order to provide more natural and obvious modes of interaction and motivational elements and it is an integrated technology combining; 3D graphics, human-computer interaction, sensor, simulation, display, artificial intelligence and network parallel processing. This study presents notable VR systems have been developed for education and the methods of design, such as modelling and visualization.

Keywords: industrial design, interactive technologies, modelling and visualization, environmental and human interaction, virtual reality

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## **ARTPEDAGOGY IN THE SYSTEM OF MODERN EDUCATION OF PEDAGOGY STUDENTS DURING PLAIN-AIR PRACTICE**

**Zhanar Nebessayeva,**

### **Abstract**

The article reviews systematization and elaboration of artpedagogical nature of the “professional and creative activity of future visual arts teachers” concept together with its “performance”, “creativity” and “activity” categories, and the opportunities that plain-air practice provides to a teacher’s professional growth. The author has identified and substantiated the additional reserves of students’ creative activity intensification during plain-air practice; the author has also reviewed pedagogical conditions facilitating the intensification of professional and creative activity of students during plain-air practice.

Keywords: Artpedagogy, proactiveness, creativity, activity, plain-air practice, integration, imaginative cognition specificity

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## INTELLIGENT SPACES: AFFECTS OF PERVASIVE ENVIRONMENTS ON THE ROLE OF INTERIOR DESIGNER

Inanç Işıl Duman,

### Abstract

Intelligent spaces are rooms or areas that are embedded with sensors and actuators which enable the spaces to perceive and understand what is happening in them. Through an increasing number of computers and wireless communication technologies networked them, these spaces have the ability of receiving the parameters of physical world which users exist in their relevant context, analyzing and processing the data with the interfaces between the physical and digital world, and react or change their mode and augment the human functionality, on time. Integration of computer and physical space results a space which have the computer's thinking ability. Due to the space having intelligence, sensors and the capability to communicate, definitions are not the same as in usual space. Pervasive computing is transforming interior spaces by allowing utilities, goods and information to appear dynamically where and when they are needed. Also, we are face with the space that can understand what is happening inside and outside it and which is not passive to the changing environmental situations. Intelligent interiors can become immersive sensory environments that combine the advantages of automation and modern technology with sensory feedback and materiality. The advances in hardware, system design, and software made enable to achieve this vision. In this world, physical objects and spaces are linked to the digital world and information about the physical world can be used to support human functionality and experience.

Keywords: information to appear dynamically

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## HERKESİN KENDİSİNİ TASARIMCI GÖRDÜĞÜ BİR DÜNYADA, TASARIM ve TASARIMCI OLMAK ÜZERİNE

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### Özet

İnsan varlığını sürdürebilmek için, içinde yaşadığı çevreyi tanımak ve ona uyum sağlamak zorundadır. Tarihsel süreç içerisinde insan-çevre ilişkisi dinamik bir yapıda ilerlemektedir. Bilimsel ve teknolojik gelişmelerle birlikte değişen üretim biçimleri ve malzeme farklılıkları ürün çeşitliliğini etkilemiş, bu durum insan çevresini oluşturan nesnelere de değişmesine yol açmıştır. Yapay çevremizi oluşturan ve insanın üretim, tüketim, sosyokültürel alanda gelişen gereksinimlerini karşılayan nesnelere önemli bir bölümünü tasarlanmış ürünler oluşturmaktadır. Dolayısıyla insanın çevreyle olan ilişkisinin önemli bir bölümünü, insanın tasarım ürünleriyle olan ilişkisinin oluşturduğu söylenebilir. Teknolojinin gelişmesi ve internetin hayatımıza girmesiyle endüstriyel toplumdan ağ toplumuna geçtiğimiz düşünülürse, bilginin alımı, stoklanması, iletimi ve işlenmesi neredeyse maliyetsiz olduğu için küresel bilişim ağları sayesinde endüstriyel ekonomiye karşı bilgi ekonomisinin geliştiği bir gerçektir. Günümüzde üç boyutlu yazıcıların üretilmesi, fikirlerini somut ürüne dönüştürme noktasında internetin insanlara sunduğu kaynaklar, tasarımın demokratikleşmesi ve katılımcı tasarım gibi kavramlarla uzmanlık alanı tasarım olan meslek sahibi tasarımcılar dışındaki kişilerin de kendilerini tasarımcı ilan ettikleri görülmektedir. Hazır mutfak tasarım programıyla kullanıcılara kendi mutfağını geliştirme olanağı sunan, IKEA sistemi denilen kavramla kullanıcıların tasarım sürecine dahil edilmesinin de bu görüşü desteklediği söylenebilir. Tasarım, insanların birbiriyle ve çevresiyle nasıl iletişim kurduğu, ortaya konulan ürünlerin bu ilişkiyi nasıl kolaylaştıracağı ve geliştireceğiyle ilgili bir iş kolu olup, tasarlamak ise insan ve deneyim odaklı düşünceyi hayata geçirmek anlamına gelmektedir. Bu yaklaşım tasarımcılara, siparişe göre iş yapmaktan çok, yeni stratejiler geliştirmesi gereken uzmanlar olmak gibi roller yüklemektedir. Tüm bu gelişmeler çerçevesinde gelecekte tasarımcıların konumunu anlamak adına yapılan bu çalışmada, sürekli değişim gösteren yapı içerisinde tasarım kavramının bu durumdan nasıl etkileneceği sorgulanmıştır.

Anahtar Kelimeler: Tasarım, Tasarımcı, IKEA Sistemi, İnternet, Teknoloji

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## **ARTPEDAGOGY IN THE SYSTEM OF MODERN EDUCATION OF PEDAGOGY STUDENTS DURING PLAIN-AIR PRACTICE**

**Zhanar Nebessayeva,  
Kusan Musakulov,  
Zoya Rabilova,**

### **Abstract**

The article reviews systematization and elaboration of artpedagogical nature of the “professional and creative activity of future visual arts teachers” concept together with its “performance”, “creativity” and “activity” categories, and the opportunities that plain-air practice provides to a teacher’s professional growth. The author has identified and substantiated the additional reserves of students’ creative activity intensification during plain-air practice; the author has also reviewed pedagogical conditions facilitating the intensification of professional and creative activity of students during plain-air practice.

Keywords: Artpedagogy, proactiveness, creativity, activity, plain-air practice, integration, imaginative cognition specificity

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## INSPIRATION FROM NATURE: A SEARCH FORM OF METHOD- EVALUATION OF THE SYSTEMATIC ANALYSIS IN DESIGN EDUCATION

Mustafa ÖZDOĞAN,  
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### Abstract

When it is looked at the ongoing search effort form of design education, we see that designs developed with different methods have faced with the design inspired by nature developed in different ways. While it used the form search methods in the designs inspired by nature, it generally followed the processes such as the nature of sampling and the specialized concepts such as bionic, biomimicry, biomimetics. The development of technology affects the form of the product in the last quarter century. However, it seems that technology has reached the saturation point at the last decade and its effects on the forms have decreased. In other words, the method inspired by nature seems to be quickly activated in product design. There are several reasons for this situation in reality. The most important reason is that the researchers give priority to transfer ideas from which is inspired by nature or the natural environment to which is unnatural against the contamination of human life. However, forms have been always discussed ergonomically in that case. The purpose of this study is to uncover that inspired from nature has rapidly evolved as the search form of method and has becoming increasingly dominant and what a kind of researches have been made in a variety of disciplines on this issue. For this purpose, by using content analysis method from qualitative research methods, 107 graduate thesis were analyzed. Thesis which are written since 1997 in the field of biology have been selected in phase of data collection. Between the findings of the study it can be shown that some disciplines were rarely used, as the studied or science disciplines intensively. The results of the study revealed that methods inspired by nature increases so far when is compared to other methods and presences of nature have an important support to reach accurate results in the design and design education

Keywords: Design education, inspiration from nature, systematic analysis.

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## CULTURAL PATTERNS OF SHOE STORAGE IN THE APARTMENT LIFE OF İSTANBUL, A FOCUS ON THE DIFFERENCES OF SHOE CASE USAGES

Özgün Dilek

### Abstract

This paper aims to reflect an ethnographic research on the usages of shoe cases in the apartment life of İstanbul. This topic is chosen to understand the effect of a cultural behavior on taking off the shoes before entering a private space. This common cultural behavior may have role on changing the design of shoe case, its variations developed by users and its artifacts. To do this research, I followed interviewing and literature review methods. Initially, I met people to talk about their habits on taking off the shoes and then I searched for the literature within the relation of common spaces in neighborhood. The reason I followed that way is not to have some preconceptions though the literature before I conducted interviews. As a conclusion, paper inquiries the concept of borders, hygiene, and common space through the changing usages of a shoe case and through the habit of taking off the shoes.

Keywords: literature, case and through the habit

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## PERSON PICKING AN APPLE FROM THE TREE (PPAT): ART THERAPY WITH CHILDREN COPING WITH A CHRONIC DISEASE

Genta Kulari,  
Maria Isabel G. Loureiro,

### Abstract

Children with a chronic disease such as (asthma, diabetes, epilepsy, cystic fibrosis, etc.) are at risk for numerous psychological and social challenges. 92% of children receiving only traditional medical care, with no psychological and social services, experience difficulties coping with their health condition (Malchiodi, 1999). Art therapy is an expanding psychological treatment that uses drawings along with verbal communication to evaluate one's emotional state. Grantt & Tabone introduced in 1998 the "*Person Picking an Apple from a Tree*" test, where interpretation of details of the drawings such as color vitality, space organization or size, can be quantified to interpret the patient's psychological and emotional state. Following their approach, we seek to provide an evaluation method that is more easily accessible for children and high throughput for health practitioners. This is particularly important in every country, where hospitals lack personnel specialized in art therapy.

Keywords: Art Therapy, Children, chronic diseases, Person Picking an Apple from the Tree (PPAT), Art

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## RESEARCH ABOUT OCCUPATIONAL ANXIETY LEVELS OF TEACHER CANDIDATES THAT TAKE PEDAGOGICAL FORMATION REGARDING FIELD VARIABLE

Ebru Temiz,

### Abstract

Teaching profession is one of the most popular occupations of today regarding becoming a government official or finding a job. Pedagogical formation training programs opened in the last two years and the student demand for the programs opened constitute the most important indication of this situation. After the pedagogical formation training (for one or two periods), if the candidates are appointed, then they will directly start performing the requirements of occupation. Thus, it is an issue of concern at what level the candidates that do not choose Faculty of Education in their undergraduate education are ready for teaching profession. With this research, it is aimed to reveal the occupation anxieties of teacher candidates graduated from Faculty of Science, Faculty of Literature and Faculty of Fine Arts. Data collection means of the research is Teacher Candidate Anxiety Scale that is customized and developed by Saban, Korkmaz and Akbaş (2004). Scale consists of three sub-dimensions which are egocentric, duty-centered and student centered anxieties. 105 teacher candidates in Music, Mathematics, Turkish and Science fields that were educated in Niğde University Faculty of Education Pedagogical Formation program in 2013-2014 academic year form the study group of the research. Occupational anxieties of teacher candidates are analyzed regarding field variable and comparisons are made. According to research findings, in occupational anxieties of teacher candidates regarding field variable; in egocentric anxieties in music and mathematics, in duty-centered anxieties significant different is observed music and mathematics with music and science fields. Student centered anxieties do not show any differences according to field variable.

*Keywords:* Pedagogic Formation, Occupational Anxiety, Teacher

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## PLASTICITY OF GEOMETRIC REPERTOIRE IN POST-INDURTRIAL PRODUCTION

Atınç Özdemir,

### Abstract

Greek originated “*tekhné* (τέχνη)” dealing with all types of technical construction is the etymologic root of the term “*technology*”. Even now, it is possible to claim that *poiesis* of any concrete object still can be explained by Aristotle’s causality principles related to material, form, function and subject. However, we are experiencing some changes on technical paradigms such as production method and its geometries in digital era. Today, industrial designers, have the opportunities of both to produce and represent any design by binary systems. These systems constitute concrete forms of post-industrial production. We do not only have necessary material equipment like numerically controlled systems in production, but also communicational options of any forms. Besides, we still use industrial grammar of lathes, milling machines etc. from the beginning of Industrial Revolution. They seem to remain as an industrial heritage even in software interfaces. However, if we leave aside the conventional way of the causalities, which geometric perspectives does this extending repertoire offer? Furthermore, can we reverse this chronologic relation of this industrial heredity to update design tools? Therefore, the aim of this work is to obtain this possibilities via Deleuze’s separation of actual, extensive spatiality and virtual, intensive forces behind them. In order to do this, material world of any construction is to be re-examined through the term “*plasticity*” as structural beings from the level of concrete constructions to molecular relations.

Keywords: post-industrial production, geometry, plasticity, actual, virtual.

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## AS A NEW RESEARCH CENTER: DESIGN LAB AND THE PRACTICE OF INTERDISCIPLINARY STUDY

Ahmet BAŞKAN,  
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### Abstract

In the 21st century; which is accepted as the information age, the pace of information generation and multiplication is incredible, yet it is impossible to control the rate of information permeation. Although it was important to generate, multiply and publicate the information until the late years of 20th century, currently the priority is shifted into filtering and specializing the information spreaded in an uncontrollable fashion. Therefore the academy started seeking for new research systems in order to filter and specialize the information. Especially in newly interdisciplinary learning processes, Design Labs are to be defined as the most crucial research centers to search for innovation. We know that in the past centuries, it is accepted that only the studies in natural sciences (e.g. physics, chemistry, biology, medicine) can be conducted in a laboratory environment. That is why the laboratory based researches are believed to be consisted within natural sciences. Since design discipline is able to create mutual associations with all fields of natural and social sciences; which has been disregarded for decades, design studies have always been located in the background. In contrast, design laboratories became the most important research centers to test newest ideas, processes and hypotheses today. Currently design laboratories are being re-structured in order to generate and multiply creative ideas. The aim of this study is to investigate Design Labs as a new structure for interdisciplinary design studies, and to discuss on the new opportunities they create within the discipline.

*Keywords:* Design education, design labs, interdisciplinary studies

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## HAVE YOU SEEN THIS BUS? : INFORMATION DESIGN PROBLEMS IN PUBLIC SPACES IN ISTANBUL AND AN INTERVENTION ON PUBLIC TRANSPORTATION IN DİKİLİTAŞ NEIGHBORHOOD

Melike Ozmen

### Abstract

This project indicates the importance of accurate information to be transmitted to the public and the problems related to lack of information about public bus transportation in Dikilitaş neighbourhood, Istanbul via transmedia storytelling. IETT provides public transportation services in Istanbul. It uses several communication channels such as institution's website, smart phone application, information screens on the bus stations, and information screens inside the buses to convey the essential information about public transportation to the passengers. However, none of these tools are working properly and they fail to give accurate information to passengers. Dikilitaş is located on a high hill in Beşiktaş and it is hard for residents - especially for the people with varying types of physical disabilities, elders, children and people with heavy belongings - to reach their desired destination in the area by walking. The purpose of this project is to evaluate the residents' attention to these problems and to enforce IETT to propose solutions to them. In this process, firstly, the erroneous information provided by IETT is gathered and IETT is informed about that information via e-mail and their call-centre. Secondly, opinions of the residents about these problems are monitored via participant observation and interviews. All of these conversations, observations and interview records are gathered on a blog (<http://buotobusugordunuzmu.tumblr.com>). This information is transferred into a pop-up book with my personal storyline. A leaflet is designed and hanged on the bus stations around the neighbourhood to attract the attention of the residents to the blog. Furthermore, a promotional video of the book is recorded and published on the blog. In conclusion, the residents started to get in touch with IETT via e-mails and call-centre to complain about the problems in public transportation services in Dikilitaş. IETT declared that they accepted the problem and promised to provide a solution later in 2015.

*Keywords:* Information Design; Public Transportation; Public Space; Transmedia, Storytelling

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## THE ROLE OF USER RESEARCH IN DESIGN PROCESS IN PRODUCT DESIGN EDUCATION

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### **Abstract**

Building product usage scenario of products, building product-user relationship, thinking like users and empathizing with users are the most frequently encountered problems in project-based studio courses in current undergraduate education of Industrial Design and Industrial Product Design departments in Turkey. In this research, undergraduate second and third year programs of Industrial Design departments of 13 different universities in Turkey are examined. Learning outcomes, contents and objectives of the product design courses are compared and contrasted. Thus the similarities and the differences are obtained. Consequently, the two main reasons for the ignorance of user research during design process are; the absence of theoretical courses about user research and the absence of practical and supportive reflection of these courses on product design studio courses.

Since 2000s, participatory design and co-design approaches, types of human centered design notion, have been broadly accepted. Application of these concepts in design process could be one of the solutions for current problems. As a result of this study, integration of the new methods such as; participatory design, co-design and collaborative design approaches to design process in product design education is suggested. Besides, the importance and the necessity of user participation experience are emphasized.

Keywords: participatory design and co-design approaches

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## USER INVOLVEMENT IN THE CONTEXT OF INNOVATION: USER INNOVATION

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### Abstract

“User” , as subject of studies after World War II, was frequently studied in 1980s in the field of Economics and Management as well. While in particular it was held in the Consumer Behaviour context, it was divided into subheadings according to the process it was included (such as purchase decision; Mittal, 1989; Slama and Tashchian, 1985; Smith and Bristor, 1994; cited in Michaelidou and Dibb, 2008) and each subheading had evaluated in its way. But there is a conflict about the involvement process in this context because the notion of consumer describes the subject as passive. In case, the main aim of this paper is to define “user” as an active agent by presupposition of user’s potentiality. In this context, the user involvement is studied in terms of innovation which is the intersection of management and new product development. The research is based on literature review and seeking for an answer of the reasons and fundamentals of user involvement in innovation process.

Keywords: User involvement, innovation, user innovation.

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## INVESTIGATING THE SUCCESS OF HALF SCALE MANNEQUINS OBTAINED FROM THE BODY SCANNING SYSTEM IN CLOTHING DESIGN PROCESS

Neşe Yaşar ÇEĞİNDİR,

### Abstract

Nowadays, mannequins are important tools in fashion design education as in the past. Till soon, they had not represented the exact shape of real body curves. However, today real body shaped and curved mannequins can be prepared thanks to 3D body scanner Technologies. The aim of this study is to examine the achievement of clothing which prepared on the half scale mannequins obtained from the body scan system in respect to design process. The study was conducted at Cornell University, College of Human Ecology Department of Human Fiber Science & Apparel Design Fashion Studios where the researcher had operated her research for one year thanks to scholarship The Scientific and Technological Research Council of Turkey (TUBITAK) funded. The study in which experimental method used, whether half scale mannequins contributed or not to achieve in clothing design process was tested. For this, 1/1 scale standart full body form and half scale form-academic series of the Alvanon company were used. Eleven miniature models were designed based on half-sized forms. Then, these patterns transferred to computer by using Lectra-digitizer system and upgraded to 1/1 scale on Optitex-Computer Aided Design (CAD) System. After that, full size models were prepared via patterns transferred to the paper with the help of the printer and with real fabrics by not sewing prototype. The desired alignment was achieved when the full-sized mannequins in the same form were dressed the designed models. Based on the research findings, it was observed that clothes obtained with the half-scale formed mannequins gave the same results as full-sized ones, in less time, with less effort and less usage of clothing material. In the end of the research, superior features of half-scale clothing forms obtained by body scanning system than those which were used in the past and also currently were discussed. In addition, contributions that will be brought to creativity and success of students by dissemination of the usage in both fashion sector and schools training fashion education were discussed.

Keywords: Fashion Industry; Clothing Design; Patternmaking; Miniature Mannequins; Half Scale Forms; Full Scale forms

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## **AN EDUCATIONAL EXPERIENCE FOR URBAN RENEWAL: THE CASE STUDY OF MASS HOUSING IN KAGITHANE, ISTANBUL**

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**Suzan SANLI ESIN**, Istanbul Kultur University, Istanbul, Turkey

### **Abstract**

In Istanbul, rural and urban migrations and unplanned urbanization have resulted in severe housing problems especially for the low and middle-income groups. Within the context of Architectural Design Studio VII of IKU Department of Architecture, senior architecture students have been encouraged to go beyond developing projects for mere educational purposes and discuss alternatives for residential design. A problematic residential area of 40.000 sq.m. in Kagithane, which is officially announced as a renewal area in Istanbul-Turkey, has been selected as the case study area. Students have been asked to analyze the site in terms of physical and social attributes. Each student has detected and defined different sets of problems and s/he has been expected to propose an experimental, creative, new housing alternative and system. The main theme of the studio has been to understand, evaluate and improve the urban life in and around the defined site. It can be stated that the approach in the design process has followed a contextual methodology. The aim of this paper is to evaluate and put forward different contextual approaches within the framework of this project, when looking for new solutions to similar global housing problems.

Keywords: Architectural education; urban renewal; housing; Kagithane in Istanbul; contextual approach.

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## THE EFFECT OF JOB TRAINING FOR SEWING OPERATORS TO QUALITY AND PRODUCTIVITY OF PRODUCTION

**Çetin, Nezahat.** Gazi University. Graduate School Of Educational Sciences, December, 2014

### Abstract

One of the most important ingredients of the apparel industry is working. Improving the productivity and quality of production, varies linearly with the training of staff. Training of employees who work in the garment industry is usually provided with in-service training. Employees increase their skills through this training. Increase of the working capability has affected both production efficiency and production quality. The aim of the research, it is to determine the impact on the production quality and efficiency of this training by the implementation of job training programs that prepared in order to prevent the errors in military garment plant. In the study, one of experimental research models which is the non-control group and sampling "No Control Group Final Test" method was applied. Six monthly quality control reports of company were analyzed and causes of defects of production were identified. The most important cause of the fault in production has been identified by utilizing Cause-and-Effect diagram and Brainstorming Technique. The most important part of production defects resulted from the variation of employees. A Job Training Program for sewing operators intended to prevent this production defects has been prepared. Production of company are divided into A, B, C and D groups which based on the garment types. B group that the maximum production defects have occurred was selected for training. First, it was detected the status of the operation capability of sewing operators in this group and tables were created.

Keywords: No Control Group Final Test" method

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## DESIGN FOR SUSTAINABILITY: BEYOND THE TECHNOLOGICAL BLINDFOLD

**Lisa Thomas**

### **Abstract**

Design for sustainability is contextualised within the modern worldview, which undermines notions of human meaning that accord with sustainability. A research through design approach is presented, responding to calls for more 'radical' approaches to sustainability, which account for deeper notions of human meaning lacking within dominant technological approaches. Two artefacts have been designed, which have been informed by philosophical perspectives that relate to the technological erosion of human meaning. It is argued that this form of fundamental design research could inform a higher education agenda that substantively contributes towards the development of more effective, rather than merely more efficient approaches to design for sustainability.

Keywords: Design; sustainability; technology; meaning

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## EVALUATING THE CONDITION OF THE EXISTING ART OF BODY TATTOOING AND CURRENT PRACTICES IN TURKEY

Şeyda Akarsu

### Abstract

Throughout history, human kinds have always been trying new ways by different means to look beautiful and different. Tattooing is also one of those ways and challenges. Today tattooing is loosing its traditional concept and becoming more common with new professional spirit. Traditional tattoo with all its concerns to tattoo receivers and tattooing artists now is gradually become peeled from its old cast to be regarded as an art. Tattooing is application of dye to subdermal layers of skin which stays permanently and can't be rejected by skin later on. With rising tattoo application and use in the world, likewise in our country tattooing, it is also growing and become more popular. Based on this idea, the existing tattooing practices in Turkey were investigated and evaluated. This research applied in three biggest metropol cities and a Holliday village. On these locations, the questionnaires were submitted to 553 tattoo receivers and 69 tattooing artists personnel. At the same time, 69 tattooing centres were visited and observed. The study results show that; tattoos are mostly the product of aesthetic and self-expression predominantly in younger generations. The most preferred tattoo motives were writings and images, and also the most preferred color found to be black. None of tattooing artist had formal training and they had different understandings of hygiene. As a result of this study, it has also been found that there are no regulations, administration or enforcement for standards in tattooing centres. Following the evaluation of this research results and also considering the current practice of tattooing centers in Turkey. It is proposed a set of recommendations to train, to regulate, to administrate and to enforce the standards for the art and practice of tattooing in Turkey.

Keywords: Tattooing, Body, Art

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## **FUTURE BY THE ARCHEOLOGY OF THE PAST: THE IMPRESSION OF TRADITION ON TURKISH ART AFTER 1980**

**AYSE NAHIDE YILMAZ,**

### **Abstract**

The notion of tradition that is counted as one of the signs of the era before modernism has acquired a new dimension in art and culture after 1980's. The traditional and historical values, especially the religious ones, have simultaneously rallied all around the world by the collapse of Eastern Bloc, the new liberalism effectuated by the leadership of the USA and the UK and the pretension about the crisis of the nation-state model. The nexus, which was to be reconstituted with the fixed and museumatized values connected to tradition and history were the brick stones of the construction of a new idea of future and have generated new cultural works of consumption. In this presentation, I reconsider the concepts such as progressivism, obscurantism, conservatism, traditionality, and historicity by means of cultural production of Turkey's art scene from 1980's on and argue about the ideology of modernity and contemporaneity. By this purpose, this study focuses on the works of artists such as Ergin İnan, Erol Akyavaş, Ömer Uluç and Özdemir Altan and so. The argument asserted is that art scene has been fortified by the concern on history and tradition derived from the archeology of Turkish/Ottoman/Islamic roots.

Keywords: Modernity, tradition, historicity, contemporaneity, Turkish art

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## WRITING STORIES IN MUSEUMS, A NEW PERSPECTIVE FOR TURKISH LANGUAGE TEACHERS

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### Abstract

Dewey believed that people learned in museums, just as they can learn in schools and from books, but all structured, specialized learning environments, whether formal (schools) or informal (museums), need to test their activities constantly against a criterion of their relation to the world outside the specialized setting (Hein, 2004:423)<sup>1</sup>. At this point of view, museums can be used for different learning activities. This study, focuses on museums as sources for learning and improving writing skills.

Keywords: activities, specialized learning environments

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## GAME AS A MEDIATOR IN A FIRST YEAR ARCHITECTURAL DESIGN EDUCATION

**Emel Birer**, Architecture, Department of Architecture

### **Abstract**

First year architectural design education can be started with various methods which, through testing within different studio studies, can also give ideas as to how to start architectural education. This study will address the contributions, and results of starting first-year architecture education with game as a mediator. When they start their architectural education, students will have their own unique experiences of form, and space gained since their childhood in their built environment. Therefore, in order to refine the students' perceptions on their built environments at the beginning of the education process, it's necessary to provide them with opportunities that will give them confidence in what they can do about form and space. The aim of this paper is to emphasize the importance of the first year in architectural design education, and to discuss the beginning methods, considerate student, tutor and educational factors together. Thus, the game selected to start the architectural education with the purpose of activating the gaming instinct of the student is the "City Game". The findings of this study provide guidelines for tutors to set up a favorable learning environment from the city and that cooperative learning can be enjoyable by the game for the students

Keywords: design education, game, mediator, first year architectural education

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## THE COMPARISON OF THE SUCCESS IN LECTURES BETWEEN STUDENTS GETTING INTO THE FACULTIES OF ART AND DESIGN BY SPECIAL TALENT EXAMINATION AND OTHER STUDENTS BY CENTRAL EXAMINATION

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### Abstract

In Turkey, students are accepted to Faculties of Art and Design by a special talent examination by some universities; however, some other universities accept student by a central examination. Department of Visual Communication Design in Gedik University, Faculty of Fine Arts and Architecture admitted students by the central examination in 2012-2013 and 2014-2015 school years; yet, they preferred a special talent test while admitting students in 2013-2014 school year. This study includes the analysis of those 2 different student groups' success in classes during a school year. It has been aimed to determine the grades of the students in studio, design classes and human sciences, and the factors effecting their grades. Moreover, we have tried to make other departments with the education of art and design be a part of this study.

Keywords: Art education, , design education. Education in Turkey

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## LEARNING FROM TURKISH MODERN FURNITURE DESIGN

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Hande ATMACA,  
Seren BORVALI,

### Abstract

Furniture, as a design element is an important part of design theory as well as design history. It has acted both as a part of the architectural context and individually in history. It reflects the context of the time, lifestyles, choice and behavior. The manifestation of modernism at the beginning of the 20<sup>th</sup> century can be indicated as a milestone regarding the whole history of furniture. However, when the history of furniture in Turkey during this time is analyzed, it is observed that one can only come across limited literature. Departing from this lack of historic writing and rewriting, a scientific research project, "DATUMM: Documenting and Archiving Turkish Modern Furniture", was initiated based on exhibiting, documenting and archiving the history of modern furniture design in Turkey. The aim of this project is to highlight the modern furniture designed and produced in Turkey in the modern periods that can be defined as 1930's "Cubism" or "Functional Architecture Period", and the period of "International Style" in 1950s, 1960s and the 1970s. The sense of a comprehensive experience was needed to tell this story, and that is why it is composed of a variety of methods and related outcomes. With the array of outcomes planned to take its place in memory, the aim is to enable a remembered and developing process filled with significant moments to not only put together a collection, but to provide an inclusive impression. The methods and products -online archive, documentary film, catalog, colloquium, and exhibition work together to fulfill this aim. The first stage of the project has now been completed and has brought designers as well as furniture designs of the time together. The paper includes the assessment of the process, as well as the strategies for the future to enable the continuation of the success of the project.

*Keywords:* Turkish modern furniture design; design heritage; design history; archiving; documentation; exhibition

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## MICRO-RAMAN AND FT-IR SPECTROSCOPIC ANALYSIS OF ANCIENT TERRA-COTTA FINDINGS FROM ANCIENT AINOS (TURKEY)

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### Abstract

Ancient Ainos (Enez) is one of the most important archaeological sites in Turkey. It is located on the southwest part of Edirne with the Aegean sea on the west, Kesan on the east, the Saroz gulf on the south and Ipsala and Greece on the north. The ancient city, with two well preserved harbors, was founded in the junction of seaways and highways that connect Balkans to Aegean and Anatolia. In point of cultural history, its importance lies not only in being on the essential transition way where the cultural contacts between the mentioned regions are made but also in having loamy soil. In this work the results of systematic investigation of pottery shreds belonging to 5th to 7th century BC by using Micro-Raman, FT-IR and EDXRF spectrometric and archaeometric methods will be presented and the production technologies will be discussed. The aim of the investigation was to determine the chemical and mineralogical composition of the pottery shards and thus to address technology of production. The EDXRF analysis of pottery samples indicated presence of abundant amount of Si, Al and Fe, whereas Na, S and Ti were found as minor constituents. Quartz, hematite, magnetite, amorphous carbon, anatase and albite phases were detected. Dark brown and black coloration was due to different concentrations of amorphous carbon, magnetite and hematite. The presence of hematite suggests firing in an oxidizing atmosphere. FTIR spectroscopic investigation together with EDXRF analysis allowed us to identify the mineral composition and to discuss the firing conditions. Chemometric analysis of the IR spectra of the pottery samples is performed in order to cluster the samples depending on their geographical origin and firing temperature. Principle component analysis (PCA) has been performed on the IR spectral data of the selected spectral region,  $1300-423\text{ cm}^{-1}$  (area normalized absorbance). PCA analysis confirmed IR spectral findings as presence of two different firing temperatures.

Keywords: chemical and mineralogical

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## SPECTROSCOPIC IDENTIFICATION OF THE ANCIENT GLASSES EXCAVATED IN ENEZ (ANCIENT AINOS) TURKEY

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### Abstract

Glasses have been produced into decorative objects since ancient times. They differ widely in chemical compositions and physical properties. Glass production has been known from antiquity (3000 BC in Syro-Palestine area and 1500 BC in Egypt), but in due course, the composition of glass varied with the purpose of improvement of its quality. It was a long way of search of both materials and their fractions and as a result of century practice the fractions of separate components were determined as: one portion of either  $\text{Na}_2\text{O}$  or  $\text{K}_2\text{O}$ , and one portion of  $\text{CaO}$  or  $\text{PbO}$  and six portions of  $\text{SiO}_2$ . The investigation of the nature of the raw materials and the technology implemented for production of the glasses is important, since it gives us a better understanding of the civilization. Various types of colored archaeological glasses are found during the excavations in ancient Ainos (Enez)-Turkey, one of the most important archaeological sites in Turkey, such as unguentarium, amphoriskos and alabastron (see Fig 1). Ancient glass fragments excavated were investigated by combined Fourier Transform Infrared (FTIR) and EDXRF techniques. The aim of this research is to determine chemical composition of the basic components and coloring elements of the glassware and ancient technology of glass production. The elemental concentrations of the glasses are discussed in terms of color and/or opacity of the glass fragments. The thermal history of the glass samples was determined by FTIR spectrometry. EDXRF analysis indicated that samples imported from Syria are potassium-limy glasses. Alabastron has the highest calcium content as confirmed by calcite bands by FTIR.

Keywords: materials and the technology implemented

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## SLIPPAGE: PRESENTNESS AND LOCATION IN AN ART SITUATIONAL CONTEXT BETWEEN THE I AND ME NATURES OF THE SELF

Gregor Roth,

### Abstract

Traditional art viewership is static and places a gap between viewer and art. This chasm hinders relationship between viewer and art. As such, no sense of 'presentness', moments of 'being' with Art exists. An art situation demonstrates that employing art object(s), their Form establishing context for relational understanding, and as Installation, having Zones, necessarily reveal Order and Types that govern moments of being present through one's Dual Bodily Unit. Association of Zones, Objects and Ma, employs Zones to measure; peripatetic actions, proprioception to phenomenology and visa-versa; art object(s) perception and relationship; Ma as the settling into space - time intervals that affirm, as methods of engagement, moments of 'presentness'. A "Slippage" occurs between one's cognitive and corporeal senses. These define interpretations via perceptions. Durational investigation establishes moments of being present. This situation facilitates and transforms; one is free to interpret, reinforcing 'presentness', in the Ma of space - time; naturally occurring investigative processes are explorative and active. This produces moments where art and participant share, and, are connected within the same space - time. The I self, subjective, projective, imageless interfaces with the Me object, memory recall self, within the field of art object(s), actualizing moments of presentness. These findings suggest existence is explorative and relational and that one's dual natures, I / Me, are fully equipped and actualized, in a world of art objects, and this art situation creates moments of presentness. Importantly, Art is now brought into a shared situation where one appreciates their 'being' with Art and world.

Keywords: Dual Bodily unit, presentness, location, Ma, space - time, form, orders, gray type, types, cardinal system of ordering, six principles influencing perception, association of zones, objects and ma, peripatetic, proprioception, phenomenology, Slippage, I temporal bubble, Me nature membrane,

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## USING ART ACTIVITIES FOR IMPROVING PRESCHOOL CHILDREN'S READING CULTURE

Firdevs AĞAOĞLU, Aksaray University, MA

### Abstract

The purpose of this study is to improve the reading culture of pre-school children through art activities. For this purpose, we will work with 23 children of 66 months old that are attending pre-school education. The second step in improving reading culture of children is to evoke in them love of books. It is thought that children that sense love of books in this pre-school stage, make significant progress in acquisition of reading culture. In this study, we designed activities focusing on "establishing love of books" to help them develop a reading culture. We are going to resort to art activities to establish love of books. The study has been designed as 9 sessions. Activities will be held within an scheme that bears the title "We Love Books" and consists of activities like Music, Creative Drama, Theatre, Books as Gift, Design Your Own Book. The model of the study is quasi-experimental, one sample, pretest-posttest design. We are going to work with a single group. A pretest will be applied to the children before the activities. We are going to interview with the parents in order to learn about the children's relationship with books. Structured interview questions will be used in the interviews. A posttest will be applied after the activities have been completed. The data gained from the interviews will be analysed by Nvivo program. It is expected that the study will contribute to the children's reading culture acquisition process and establishing love of books through art activities.

Keywords: reading culture acquisition process and establishing

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## INTERIOR ARCHITECTURE STUDIO IN THE CONTEXT OF TRANSFORMING OLD SPACES

**Kadir Uyanık**

### **Abstract**

Art and design are consumed fast as we live in a world that is changing rapidly where popular culture is a part of the consumer society. The fast living as well as social and sociocultural activities involving different cultures have become the main starting point for design in metropolitans like Istanbul, the largest city in Turkey where we have been experiencing this change exhaustively for the last 10 years. Cities have started lose identity in this period of fast change and transformation, which brought reuse and protection to the agenda. Buildings, which have not been used for prolonged periods or have failed to adapt to new purposes of use, are demolished and replaced with new buildings produced as part of this transformation. During the last ten years of extensive change in Design Studies, an important part of the studio education has become preserving and making re-functional the architectural elements from any period with the purpose of sustaining the urban memory, rather than demolishing the old and building a new one, an approach that has been adopted very often. The studio education is conducted through transformation by considering the architectural elements from the late history as the only limitation to the newly built design. This studio process recycles the association with the place as well as the traces of relevant cultural events and experiences as key potentials of the design process.

Keywords: experiences as key potentials of the design process.

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## ATTITUDES OF PRIMARY SCHOOL PROSPECTIVE TEACHERS TOWARDS ART EDUCATION

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Seher YALÇIN, Ankara University, Faculty of Educational Sciences

### Abstract

Art education involves educational activities performed in all fields of art. When children receive art education at early ages, they get versatile while much more successful in cognitive domain lessons at the same time. On the other hand, teachers pay much more attention to Turkish and Mathematics lessons in classroom practises. This situation gives rise to thought that teachers attribute negative emotional meaning to the art education. Teachers' negative feelings may lead students towards the same way. Therefore, it is essential to determine the prospective teachers' attitudes via emotional meanings they attribute to the art education. There is no other measurement tool detected in literature to specify the prospective teachers' attitudes towards art education using osgood affective meaning scale. This study aims to determine the prospective teachers' attitudes towards art education using osgood affective meaning scale which takes little time to answer and is easy to administer. The study is designed in a survey model. Data was collected through all grades from the first to the fourth level of primary school teaching department students who are being educated at 2014-2015 education period Spring term in Faculty of Educational Sciences, Ankara University. Descriptive statistics and factor analysis were used to analyse the data. Results of analysis reveal that prospective teachers have different emotional meanings towards art education. Within this scope, suggestions concerning to develop students' attitudes towards art education were presented for academicians, education politicians and those concerned.

Keywords: being educated at 2014-2015 education period Spring

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## GRAPHIC DESIGNERS AND THE PRINTING INDUSTRY

**Miguel Sanches,**  
**Abstract**

Creating images and consequently their reproduction, has undergone over the years great changes following the change of human behaviour and technological development. Since the twentieth century that the image has acquired a dominant and comprehensive meaning, resulting in a society that uses them ostensibly as a vehicle of communication and culture example of photography, cinema, television and the internet. Technological advances have made it possible for the Graphic Arts industry to transfigure up to the industry status it has today. The emergence of several devices to produce, display and printing, combined with software tools increasingly accessible, enabled an explosion in the volume of colour image reproduction. In the 70s, most of the printed pages did not have colour, while in 2020 it is predicted that 85% of all the material produced by the printing industry to be reproduced in colour (Romano, 2007, p. 23). This article deals with the issues that led to the renewal graphic designer skills, mainly with regard to the technological development of the tools that this professional has at its disposal. All the graphic arts industry – pre-press, press and post-press – has changed considerably mainly at technological, organizational and methodological level that lead graphic designers to adapt and develop new areas that were delivered only to graphic producers. These technological developments have led to the graphic arts sector gradually turn into a printing industry, with no space for experimentation, to craft or use attempt / error methodologies previously performed. This industry is now regulated through international standards that order what quality parameters should be observed and how they can be achieved. This article inform the new relationships between the different players of the sector and what the "new" graphic designer role in an increasingly standardized industry.

Keywords: graphic designer, print production, standardization workflow

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## DESIGN AS A TOOL IN PRIORITIZING DOMESTIC PROBLEMS: A CASE STUDY INVOLVING EGYPTIAN DESIGN STUDENTS

**Ahmed Wahby**, Faculty of Applied Sciences and Arts, Faculty of Applied Arts German University in Cairo  
**Alaa El Anssary**, Helwan University

### Abstract

Developing countries constantly face a group of socioeconomic problems which need new creative designed solutions. A wholesome approach by which all the problems are tackled simultaneously would be ideal. However, it is always beyond the governments' financial capabilities to follow such an approach and therefore governments resort to prioritizing the list of needs by arranging the problems in a hierarchy. A major concern here is how to define this hierarchy. The decisions made by governments in most cases follow a top - bottom approach; the subjects are not consulted on which socioeconomic problem should receive the highest priority and which one should come next. This paper suggests prioritizing socioeconomic problems following a bottom -top scenario based on what the younger generations perceive as the most pressing problems that need to be prioritized and solved in the near and medium term. The paper implements a methodology by which problem priorities are concluded by allowing design students, for the Seminar course, in their third year of study to freely determine and research what they see as the most important problem that should be solved by design. By statistically analyzing the data a list of problem priorities could be concluded. This paper mines data from 540 researched problems presented and discussed by Egyptian students over a five year period spanning from 2010-14.

Keywords: Design research methods, Design education, Design for the real world

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## THE EFFECTS OF TECHNICAL KNOWLEDGE RELATED TO GARMET PRODUCTION PROCESS ON FASHION DESIGNERS' DESIGNS

Fatma GURSOY  
Nurgul KILINC

### Abstract

Today, developments in science, technology, art and design are accelerating industry and the strategies used are increasing international competition. Likewise, in the fashion sector, which can be regarded as the driving force behind Turkish exports, the need for designs and designers is increasing day by day in parallel with the developments in domestic and foreign markets. Fashion design, which is part of the science of design, which has become a popular and much debated phenomenon in many fields, is one of the areas that add further momentum to the rate of development of our country in terms of both technology and art. The process of production in the fashion sector can be divided into four groups, namely design, planning, production and marketing. The fundamental properties of the product are determined in the design department, which constitutes the basis of the production process.

In this study, the purpose was to investigate how effects having or not having technical knowledge related to the garment production process on fashion designers' designs.

This study, in which qualitative research methods were used, was conducted using the case study design. For the sample group, criterion sampling, one of the purposeful sampling methods, was used and four designer were selected as the sample group. Research data were collected through interview, observation and document review. The data that were collected were evaluated through description and comparative analysis and then made into a report.

In the conclusion part of the study, it was revealed what kind of an effect, having or not having technical knowledge related to the garment production process by the fashion designers, on their designs.

Keywords: Fashion Designer, Illustration, design, creativity, technical knowledge

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## AN OVERVIEW OF CLASSICAL OTTOMAN ART OF FABRIC

Nurhan OZKAN, Selçuk Üniversitesi, Sanat ve Tasarım Fakültesi, Moda Tasarımı Bölümü

### Abstract

Fabric weaving is one of the oldest arts which is the result of people's need of protection from cold and their clothing and covering desires according to the seasons (Özen, 1999,40). Seljuk Turks who began to settle in Anatolia since 11<sup>th</sup> century showed a great improvement in this area by combining the weaving tradition that they carried from Central Asia, Transoxiana, Khwarezm and Iran with the savings in Anatolia (Ülgen, 1996).

Turkish fabrics began to get their most characteristic motifs and a thin and a perfect weaving technique just to the end of 15<sup>th</sup> century. Reaching its highest level in 16<sup>th</sup> century, our fabric weaving technique improved after such a long development cycle (Süslü, 1976).

All the arts had their golden age during the classical Ottoman Period. It is also the most magnificent age for 16<sup>th</sup> century Turkish fabric art. It has been effective in the selection of topic that fabrics wear out in time and design schemas on them face the danger of evanescence because of their raw materials.

In this research, relevant resources have been searched and fabric figure drawings were drawn by taking photos from the museums that have classical Ottoman Period fabrics. The weaving centers, raw materials, colors and figures of classical Ottoman Period fabrics have been established and the importance of 16<sup>th</sup> century fabric art is emphasized. This fabric is made starting from a fabric design.

Keywords: Fabric, Art, Classical Period

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## BOLOGNA PROCESS IN FASHION DESIGN EDUCATION: AN EVALUATION OF APPLICATIONS USED IN TURKEY

Nurgül Kılınc,  
Fatma Gürsoy,

### Abstract

Higher education has been affected by a number of changes in the past decade, including higher rates of participation, internationalisation, the growing importance of knowledge-led economies and increased global competition. These changes have resulted in to two main European policies: the Bologna Process and the Lisbon Strategy, including the Modernisation Agenda for Universities.

Both these broader international developments and the two specific European policy processes have been translated into policy change at national level affecting principally external quality assurance, autonomy, funding and research but also the shape and size of many higher education systems. These fundamental changes, along with the implementation of the core Bologna reforms, have altered deeply all activities of HEIs

As the borders between European nations become less apparent, as monetary systems become uniform, as commerce and industry increasingly become multi-national, and as Europe is regarded as a single entity on the international stage it makes sense to develop a uniform educational system.

This paper provides a short over view of the initial goals of the Bologna Process, the present state of implementation in fashion design education, and of the difficulties this process faces.

Keywords: Bologna Process, Fashion Design, Fashion Design Education

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## MUSEUM EDUCATION IMPLEMENTATIONS WITHIN ART TEACHING COURSE TO THE MENTALLY CHALLENGED

**Nergiz ÜÇÜNCÜ,**  
**Berivan EKİNCİ,**

### **Abstract**

In 1997-1998 school year, Special Education department, Department of Mentally Handicapped Education Mentally Handicapped Teaching Programme is established to raise teachers for the mentally handicapped field, in the Faculties of Education. Art Teaching to Mentally Handicapped (3 credits 3 hours) course, which is educated for 6 semesters, takes place in the programme. With the regulation made in 2006, this course is being taught for 4 semesters (2 credits 2 hours) as major area course.

The art teaching course which is given to the candidates of Mentally Handicapped teacher aims some objectives such as developing positive attitude for arts, comprehension of the process abilities of art implementations, and prepare sample activities about process abilities. In the study, an activity is purposed in 'Vakif Eserleri' (Foundation Artworks) museum in Ankara as an environment outside of workshop and classroom. Because of the thinking of museum education is important, it is viewed as significant to do the activity in a museum environment to reintroduce the ones in need of special care to society, and to provide the development to individual and creativeness.

This study is a qualitative study in which the museum education techniques and methods are used. It is planned in first stage as a descriptive situation study, and in second stage as the implementation stage in which the museum education techniques and methods are being used. The study benefitted from semi-structured interview form and researcher notes as data collection tool. The work group of study is consisted of 60 undergraduate students who studies in Special Education department, Department of Mentally Handicapped Education Mentally Handicapped Teaching Programme and selected Art Teaching for Mentally Handicapped course. The course aimed to present the effectiveness of museum education process which took place in 'Vakif Eserleri' (Foundation Artworks) museum with student opinions, and student works which were performed in museum education process.

Keywords: Mentally Handicapped Teaching, Art Teaching, Museum, Museum Education, 'Vakif Eserleri' (Foundation Artworks) Museum

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## EDUCATION IN CONTEMPORARY MUSEUMS IN TURKEY

Pelin OKVURAN,

### Abstract

Classical museums' stationary space concept, which puts glass spaces and boundary lines between itself and the community, is changed in the 21st Century in a way to make them contemporary museums where they can be alive and communicate with exhibitors. In contemporary museums, activities such as education programs, guided tours, lectures, talks, films, courses, and cultural calendars embrace all sections of the community and make museums as cultural centers of the society. Glass displays and windows and information panels carrying 5 to 10 words long incomprehensible descriptions nearby to them, plastic mannequins, mummies, and models that are supported by fictional display techniques and frequently seen in classical museum presentations left their places to an exhibition concept in which exhibitors can experience touch-aided simulations in contemporary museums. In such places there are no boundaries between the museums and the exhibitors and exhibitors become parts of the displayed work and the exhibition in general.

In Turkey, there are education departments where training experts organize museum training sessions and activities in many private museums and galleries. National and international applied art studies take place in these museums and galleries. Aims of these art studies are to make museums popular, to describe and reflect their nature, and to inform participants about art. It has been seen that there is not enough research regarding such places called as 'contemporary museums' or 'modern galleries' that are opened in Turkey after 2000. This study focuses on examining and evaluating educational activities organized for children in contemporary museums and galleries in Turkey.

In this study, titled as 'Education in Contemporary Museums in Turkey', contemporary museums providing art education activities for children and opened between 2000 and 2010 are investigated. This study is based on the researcher's master thesis in Museum Education. The academic advisor of this thesis was Prof. Dr. Ayşe Çakır İlhan. The study consists of three parts. Throughout the study contemporary museums are defined, development of these museums in Turkey are mentioned, and their functionalities, educational perceptions and activities are evaluated. Those investigations are conducted via interviews with the instructors of leading contemporary museums in Turkey including Istanbul Museum of Modern Art, Pera Museum, Istanbul Rahmi Koc Museum and Sakıp Sabancı Museum.

Keywords: Museum, museology, museum education, contemporary museum, education, private museums, culture, activity.

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## Areas in Which Creative Drama Can be Used II

Ayşe OKVURAN,

### Abstract

In 1993, my two-page long article with the title written above has been issued in the Youth magazine published by the Ministry of Culture. In that paper, Formal Education, Informal Education, Mass Media, In Service Training, Drama in Other Subjects, Using Leisure Time Effectively, Improving Theatre Performers, Special Education, Guidance and Counseling Area, Drama in Hospitals and Prisons were listed as the areas in which drama can be used. Now, that study will be discussed again and this time the existing situation regarding the use of drama in areas claimed above will try to be determined.

The main purpose of this study is to investigate whether the alleged claim of areas in which drama can be used 22 years ago are a reality or an utopia. Answers to questions like: "Is drama used in the above mentioned areas? And how it is used?" "Are there any postgraduate studies and theses in related topics?" will be sought. The research will be conducted in a descriptive survey method. Related existing research and applications will be evaluated and answers of the research questions will be sought.

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## **Evaluation of the Primary School Teacher's Training Programme Students' Views on Cultural Heritage Theme Regarding Optional Museum Education Course**

**Ceren Karadeniz,  
Zekiye Cildir,**

### **Abstract**

In this study, views of Primary School Teachers Training Programme students whose views were collected about the museum education programme which was designed and held within the theme of cultural heritage during the Spring semester of 2014 – 2015 academic year at Ankara University Faculty of Education. Cultural heritage is the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. As rich learning environments, museums are the key institutes for democratising culture, creating knowledge and building bridges between the cultures so, museums could offer students to open access to tangible and intangible cultural heritage through the real objects. It has long been recognised that museums are educational institutions and that their school audiences are critical in both sustaining visitation and, through offering a positive and inspiring experience, can influence lifelong museum visiting habits. Museums also play a marginal role in current teachers training progress. The role of cultural education and the contribution of museums as sites of cultural learning, is well recognised among the Undergraduate Programmes on Teacher's Training at the Universities in Turkey. The aim of this study is to indicate the impacts of a special 14 weeks museum education programme which was held in the scope of optional museum education course regarding the visits and museum education practises in Museum of Anatolian Civilisations and Museum of Ethnography. The study is a result of a descriptive research that contains the content and the notion of the optional museum education course as a whole process, theoretical studies, observations and students' views on the museum practises. The findings from this study are predicted to demonstrate the importance of the educational techniques and methods in the process of addressing the cultural heritage through the museum's collections.

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## RISKS AND PRECAUTIONS OF NATURE EDUCATION

Gürcan Gürgen,

### Abstract

The aim of this study is to determine the main risks and precautions for those risks, which we are facing during activities of nature education.

This study is a qualitative research of analysis of facts and phenomena that were related to the issue based on observations and experience that were derived from activities which were take place natural conditions for several years.

For this reason risks that were takes place during nature education will be grouped and themes derived from those groups will be defined. The question of places and conditions of those defined risks will be answered and there will be some proposals for them.

The more the cities becomes crowded the more the interest of nature of people increases. Nowadays, increasingly more number of person are willing to or take place to some kind of nature activity. At the same time, at educational field, the realisation of importance of using nature as a tool for better education, the use of nature based educational activities were increased. For this reason, field studies and determination and classification of risks, and determination and application of precautions for them will be a crucial effect on prevention of harmful results that can be take place.

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## 20th CENTURY QUEST FOR NEW ART AND INTERDISCIPLINARY APPROACH

Sezer Cihaner Keser,

### Abstract

Art education, from the beginning came about as a tool. After it was seen as a need, people from the low social-cultural group of the public started to get education in order to become more expert in the field of art. Art, was seen as the same as crafts, because it answered the needs of either practical or decorative works, that is why art went through the same education and institutional stages for a long period. But, along with the start of the Renaissance the status of art and of the artist rose for the reason the education for these started to change. Art began to be recognized as a product of intellectual accumulation. When we look at the modern times, art has been referred to become a fundamental of the education system. The core function of art education is to teach, produce, interpret and to enjoy it. After art has gone through these stages, nowadays, forming nice shapes and taste, be able to think of new and original thoughts and be more creative is the must for art.

Art; when setting up the combined connection of feelings and thoughts, it is a very effective helper of learning and development. It develops one's better source of explanation, form of expression and other disciplines. That is why, in modern education systems science and art should be nested together. Because both fields aim are to service development and discover the new, when feelings are educated, mental abilities, thoughts and intelligence have been seen to be developed. In this study, the key actions of the art education in the 20th century has been briefly noted and towards the end of the 20th century with the importance gained of different disciplines with art the new created discipline based art education and approach to interdisciplinary art has been investigated.

Keywords: Art, Education, Interdisciplinary Art

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## **CHILDREN AND ARCHITECTURE: ARCHITECTURAL DESIGN EDUCATION FOR YOUNG CHILDREN**

**Dilek Acer**, Ankara, Turkey

### **Abstract**

The purpose of this research was to conduct a qualitative study of the Children and Architecture Education Program carried out among middle-class primary school students aged six to eleven years old studying near Ankara, the capital city of the Republic of Turkey, and to investigate the effects of this program on these students' attitudes, behaviours and design skills. This study was part of a larger project, "The Adaptation into Turkish Culture of the Design Education Program (Architecture and Education Program for Children), Analysis of Its Effectiveness and Extending the Use of the Program" (Project No. 110K269), funded by the Scientific and Technological Research Council of Turkey between 2010 to 2013. The Children and Architecture Education Program was first adapted for use in the Turkish culture from a model used in the United States. The adapted program was offered for thirteen weeks. Opinions on the program were collected from both teachers and children. Following qualitative analyses, results suggest the Children and Architecture Education Program is an effective and useful tool for social, emotional and cognitive development of children as well as for the development of students design skills.

Keywords: children, architecture, design, education

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## MÜZE EĞİTİMİ ALANINDA HAZIRLANMIŞ LİSANSÜSTÜ TEZLERİN İNCELENMESİ

**Ayşe Çakır İlhan**, Ankara Üniversitesi Eğitim Bilimleri Fakültesi

### **Abstract**

Özellikle 2000’li yıllarda Türkiye’de müzecilik ve müze eğitimi alanında önemli gelişmeler olmuştur. Yeni ve modern müzeler kurulmuş, müzecilik,müze eğitimi,müze yönetimi,müze iletişimi gibi alanlarda lisans ve lisansüstü programlar açılmıştır.Ayrıca örgün eğitimde (okulöncesi, ilkökul, ortaokul, lise,lisans ve lisansüstü ) müze ve müzede eğitime ilişkin derslere ve konulara yer verilmiştir.Özellikle özel sektör tarafından açılan bir çok müze Müze eğitimi bölümlerini kurmuş kendilerini birer okul dışı öğrenme merkezleri olarak tanımlamaya başlamıştır.Bu gelişmeler müzede eğitim konularında akademik çalışmaları gerekli hale getirmiştir

YÖK’ün tez tarama merkezinde “müze” kavramı ilişkin bir tarama yapıldığında 735 (29.03.2015) lisansüstü teze rastlanmıştır. Bu araştırmada son on yılda ( 2004 - 2014) müze eğitimi alanında yayımlanmış tezler konusu ve sonuçları açısından değerlendirilecektir. Araştırma lisansüstü tezlerin doküman olarak incelenmesini içermesi açısından nitel bir çalışmadır.İnceleme sonucunda elde edilecek bulgular bağlamında önerilerde bulunulacaktır.

Anahtar kelimeler: lisansüstü tezler, müze eğitimi, doküman inceleme

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## Analysis of the thesis on Museum Education

**Ayşe Çakır İlhan**, Ankara Üniversitesi Eğitim Bilimleri Fakültesi

### Abstract

Especially toward 2000 'th years there were several important developments among Museology and Museum Education. New and modern museums were established and graduate and undergraduate programs like museology, museum education, managing museums. As well as inside of current programs (preschool, primary and secondary schools, high schools) there were courses and issues as well. Especially several special sector museums opened their educational space and served children as an alternative learning places. Those studies made the museum education academic work compulsory.

At the thesis that were released from Turkish Science Academy there were 735(29.03.2015 ) thesis on Museum Education. In this research for the last ten years (2004-2014) thesis on museum education were analyzed. It was a qualitative research based on script analysis of graduate thesis.

Data will be released and proposals will determined after the analysis were done.

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## INVESTIGATION OF "DIYARBAKIR IC KALE" EXAMPLE USED AS MUSEUM FOR HISTORICAL HERITAGE'S CONTRIBUTION TO EDUCATION

**Emine DAGTEKİN**, Dicle University Faculty of Architecture  
**Berivan EKİNCİ**, Ankara University Faculty of Educational Sciences

### **Abstract**

Museums, a touchstone of cultural continuity, are structures where different disciplines are embodied. Museum structures, that serve different purposes, are reflections of countries' economic and social cultures. Museums have become important places for visual education with exhibited artifacts.

Institutionally, museums have emerged by opening private collections of government or individuals to the public. By exhibiting artifacts of collectors in public institutions, it was provided that these artifacts can be seen by public. By opening museums to the public, museums have assumed education mission, where technological, social and cultural heritage of the era, as well as protection, maintenance - repair and exhibiting.

Museum structures can be constructed in accordance with the present modern construction techniques, also can serve this purpose by function difference of the traditional structures. Today, the museum is not the only area where objects are presented. Structural environment where the presentation is made and historical structure can have museum character.

In order to prevent the deletion of historical environment tissue changed with modern living in developed countries from city life, some of the abandoned traditional buildings were converted into museum. This transformation was realized by exhibiting structures as covered one single structure and sometimes one area.

Diyarbakir, has a rich architectural heritage and located in the Southeastern Anatolia Region of Turkey, is a settlement with history based on BC 7000. The city is one of the rare cities grown inside of inner castle and outer castle. Ic Kale, which is extant and the oldest settlement of the city, is a settlement area with history based on BC 2000. Diyarbakir inner castle region has been used as administrative center of the city for years. Places of worship such as mosques, churches, mounds, palace ruins and civil architecture structures constructed in 1900s, are located inside of the area.

The administrative buildings, continued to function actively until 2000s, have been moved to this area by growing the city. In order to ensure the sustainability of the vacant structures and the inner castle, the necessity to give functionality to the structures has been occurred. As a result of works made on the area in the ownership of the Ministry of Culture, it's decided that functions with cultural purposes to be given to the structures.

It has been decided that the structures in the interior castle of Diyarbakir shall be used as archaeological museum, conservation laboratory, document information collection and archiving medium. As a result of the performed restoration works, consolidation and cleaning techniques have been used in the structures. In this study, which is a qualitative research in survey model, structures in the inner castle of Diyarbakir settlement and in the castle to be used as museum and their contributions to education shall be

evaluated by renewing historical structures. By investigating the use process as a memory reflecting the past, an education center within the context of cultural sustainability and archaeological and ethnographic museum where the way of life in the past is exhibited, recommendations will be made that the architectural heritage is used not only for protection of one single structure or environment, also for educational use.

Keywords: Diyarbakir, Architectural Heritage, Museum, Education

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## THE TRADITIONAL ÇANAKKALE CERAMICS HORSE HEADED POTTERY AND PLATE REVIEWS THROUGH GLASS LATHE TECHNIQUE

**Ergun Arda,**

### **Abstract**

Glass lathe machine was further enhanced after the Industrial Revolution and has been approximately used by its present condition. In our country, in 1968, it was started to be used especially to manufacture the laboratory equipments by Turkey Bottle and Glass Factory, Inc. and is still in use by eleven different companies and firms.

The discipline of basic work of glass lathe technique, the foundation of which is based on traditional the potter's wheel, is more difficult than the use of the potter's wheel, even if it is not different from the potter's wheel, either. Borosilicate glass tube material is used as a glass lathe. A combination of oxygen-gas is used together to soften the glass with torch flame. One of the most important aid materials, the melting temperature of which is 3500, is graphite. The glass lathe technique should be considered and evaluated both as a method and as an application as an alternative technique that allows the enrichment of ideas or designs.

Within the scope of this paper, the historical development stages of the wood and glass lathes of the pottery wheel have been dealt and discussed, and the application forms of traditional Canakkale Ceramics and the various forms of plate took place through the glass lathe technique. While presenting hand and breath shaping, decoration processes, kiln-drying stage, the visuals of my new plate reviews belonging to Çanakkale ceramics I performed through this technique in 2015 will also be taken place.

Each designer and artist desires to find out and apply different techniques. In particular, in the education and professional processes of a ceramic artist, the glass techniques are not so strange and unusual to the gains that he/she experienced at all. The paper intends that the glass lathe technique can be also used for artistic purposes and new form designs as well as tools entirely shaped by hand manufactured for functional aims in industrial environments.

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## Reviewing Educational Children's Books in Terms of Graphic Design in the Context of Multimedia

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### Abstract

New communication technologies diversifies the teaching materials which are used in the education process. The development of different tools in the process of achieving learning skills is a result of technological progress which is developing rapidly. Using the new media and multimedia applications in the education process forms the starting point of this paper. The purpose of this study covers the examination of the multimedia applications during e-learning process in the context of design principles and evaluation of them in term of visual design. It is a fact that educational materials which are designed visually saturated and qualified affect perception and comprehension skills of the students. Samples of educational children's books in multimedia applications based on multimedia design principles which are developed in this respect are evaluated and features of qualified materials are mentioned. Face to face communication system which is required by the traditional education system is turning new communication system into supported materials, thus intelligence, skills, learning abilities of the students are changing multidimensional. So much so that, learning materials in question is capable of addressing more than one senses of a person. In the scope of this study, in terms of providing a person with an effective learning process, the designs of the teaching materials used by the technology are considered visually, both illustrations and design elements and features are examined in terms of graphic design and the research is completed through the necessity of designing a qualified teaching material.

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## The Association of Typography with Form and Content in Digital Games

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### Abstract

The aim of this study is to define the correct usage of the connection between the typographic elements in digital games and the form and content of game concept. In this work, the points to take into consideration while utilizing this connection correctly and the effective usage of typographic elements with game graphics will be scrutinized. Along with the character, object and environment design that is composed of the story and concept design which underlies the game design, the selection of the typeface in games is also one of the points to be considered. The typographic elements are substantial design elements of a game design along with the character, environment and level design. The typographic elements of a game are helpful to enable the connection between the user and the game and to direct the user in the game. In this sense, from the game's opening scene, the selection of typefaces that are used in logos, menus, and directions increases in importance. Moreover, in both visual and technical manners the usage of typography in games brings different approaches compared to the ones used in the printed media. To illuminate these topics, successful game examples will be analyzed. The selection of typefaces used in the examples will be looked at from the point of subject, concept and audience and the principles of the correct usage of typography will be mentioned. Along with these, the rareness of the resources about the usage of typography in game design raises the importance of this work.

Keywords: Game design, typography, type face, user interface design.

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## RE-CREATED COLLECTIVE SPACES AND NEW POKES IN ART

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### Abstract

Modern art has mostly examined the common denominator of fast transformation of daily life by socioeconomic dynamics in 20<sup>th</sup> century. Especially starting with 1980s, contemporary art trends make downtown-uptown and city-space relations as problematic within interactive relations around the new world order, demolished walls, opening boundaries and globalization.

Postmodern esthetic paradigms, concepts of exhibition spaces, art practices which cannot reach to the people in the streets become quite commercialized and instrumentalized, and enforce many artists to re-think the uncompromising contradiction between live spaces with people and artificial spaces with spectators. In this context, a series of art practices developed by platforms and initiatives called “relational esthetics” come to the front line especially in 2000s as a new poke of contemporary art. It can be said that this poke has several reasons in the span from internal problems of art itself to the social problems which can be summarized as socialization and participation. On the other hand, these new pokes have large impact areas from art practices taken to the street and to those coming from the streets. In this study, contemporary art practices especially collective art practices formed in alternative spaces and public areas are investigated and discussed on socio-cultural and conceptual basis.

Keywords: Space, Relational Esthetics, Contemporary Art

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## Visual Rhetorical Figures In Educational Animations, an Analysis on Ted Education Lessons

Merve Şenoymak Ersan, Gazi University Department of Graphic Design

### Abstract

Today, developments in the field of computer technology have facilitated the application of animations in computer environment and also led to the widespread use of animation in the scope of computer-aided education. Educational animations engage the learners of all ages and make the learning experience enjoyable in many areas such as physics, chemistry, biology and social sciences. Thanks to the possibilities of animation, many concepts that might be difficult to learn with static images can be described very attractively and catchy. At this point, rhetorical figures can be applied to animations in order to increase the effectiveness of the messages. TED Education Lessons can be given as a successful example of educational animations in this field. TED (Technology, Entertainment, Design) Education is a set of lessons run by a private non-profit foundation, under the slogan "Lessons worth sharing". These educational animations are 3-6 minutes of enjoyable lessons, which are created with the collaboration of professional educators and animators. There are various animations on Ted Education webpage aim at learners starting from the primary school age and higher. Through TED Education lessons, this research deals with how education takes the advantage of animations and how animations benefit from the rhetorical figures.

Keywords: Animation, visual rhetoric, rhetorical figures, educational animations, TED Education.

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## AN EVALUATION ON PROFESSIONAL ETHIC COURSE IN FACULTY OF FINE ARTS

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### Abstract

**Introduction:** Although format, purpose and method of art which is in the same age with the history of humanity showed significant changes from past to present and still is continuing to show changes, the main three elements which generated it have never changed. These ones are; artist, artwork and receiver. It is necessary to mention that these three constituent elements show significant changes just like art itself. Artist is the most effective one between them. The transformation of artist who was defined as a sorcerer and cleric in the beginning, and as a craftsmen and tradesman in later and as only an artist nowadays creates the firsthand history of art. Today, to say that artist is a tradesman will be wrong or will not be enough to describe him. This research is configured with a reconciliation provider perspective in the context of "Professional Ethics" to mentioned opposition

**Purpose:** The purpose of this research in the context of "Professional Ethics" course which will be taught from 2014-2015 academic year in Gaziantep University, Faculty of Fine Arts, Department of Painting to discuss the scope of ethical rules to be obeyed by artist as a professional person, however; it tries to determine possible content and descriptions.

**Problem:** A comprehensive "artist ethical awareness" configured through contemporary artist perception is not created despite the need. As for the solution of this problem, it will be sought answers to the following questions.

- a-) Is artistry a profession?
- b-) what is ethic concept in terms of art?
- c-) what are ethic rules that artist should obey?

**Method and Limitation:** This research is a qualitative research which is shaped by scanning model. For this purpose, literature survey will be made.

**Findings:** İonna Kuçuradi summarizes findings of this research with his following statement in the context of main principles:" In order to be able to survive by maintaining ethical values and doing our profession by maintaining ethical values; it needs a philosophical education based on ethical values and philosophical knowledge of ethical values rather than norms. Because such a program can help us to gain a new perspective to see where human dignity is at stake in situations we faced.

**Result:** As it would be wrong to say that artist is a tradesman by looking only business functions and value of the works; it will not resolve the subject to say not tradesman by just looking through the philosophy of art, either. Artistry is a high concept including being tradesman. It is not expected from a carpenter to react to social events or it cannot be criticized butcher's not to react to social events. An airplane pilot in the face of social events is not condemned for his opinions about the event and a jockey will not face with

a reaction for not referring social events, either. However the artist has been in all of this assessment and he will be. On the other hand, artists are, no doubly, have professional ethic rules and they had to be determined in large studies.

Keywords: Art, Artist, Professional Ethic

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## ETHICS IN THE FIELD OF GASTRONOMY AND CULINARY ARTS

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### Abstract

**Introduction:** Gastronomy and Culinary Arts is one of the areas whose all of the stakeholders much need the communication and the lack of ethical values is greatly experienced. While creating the ethic codes; considering problems of sectoral guests, workers and enterprises and also their problems is precondition. While creating the rules of this field, determining the binding rules of all stakeholders who affect this field or affected directly or indirectly by the field should be regarded as a sine qua non of this process. This study has emerged by selfless works of students in the context of "The Effects of Culture and Art On Gastronomy" course which is taught by Asst. Prof. Ayhan ÖZER in Master Program of Gastronomy and Culinary Arts at Gaziantep University.

**Purpose:** The purpose of this study is to lead to future works which will determine the relationship between ethics and gastronomy, and ethical rules on which professional people working in this field should internalize and obey. In addition, this field is seen as a first step to design the oath of profession for these people.

**Problem:** Problem of this study is the lack of ethical rules determined by a contemporary approach of gastronomy, which is linked with almost all living people in one or another way.

**Method and Limitation:** This research is a qualitative study structured with screening model. In this context, screening of the ethics rules was made in current different fields or forms. In addition, coming up with experimental design approach and questions to be discussed limits the research in itself by [1][2][3] the realities of this field.

**Findings:** At the end of the research, data was accessed for 16-point -"ethic rules list" which precede conditions, requirements and tasks of all stakeholders, and "the oath" envisaged to take.

**Result:** In this study, the necessity to create range of ethical rules which both the universal and local needs are constructed within an ethical balance, and that human dignity is dominant criterion is concluded. This context is equipped with aesthetic pleasure and is transparent, in addition, it requires the happiness of all people from producer to marketer and consumer. This study is expected to lead to future works.

Keywords: Ethics, Professional Ethics, Gastronomy

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## How Visual Perception Experiences Affect Academic Success

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### Abstract

Visual arts encompass a wide range of arts such as painting, sculpture, graphic arts, ceramics, interior design, industrial design, fashion design, photography, visual communication, and computer design. Pattern is essential to every visual art as a fundamental discipline and develops based on an individual's ability of observation, visual perception and hand-eye coordination skills. Since perceptive development depends on ability and experience, every child has his/her own growing rate which is associated with physical, emotional, social and intellectual development. Childhood visual perception experiences are the basis of the second dimension of the individual's perception in future years and affect the level of success of the fundamental skills such as problem solving, critical thinking, aesthetic consciousness, visual perception and creativity.

The aims of this study are, researching how students' previous aesthetic knowledge, visual perception and hand-eye coordination experiences affect academic success in the Faculty of Fine Arts and comparison between students who made major choices through aptitude test versus through YGS score.

In this study, literature search and qualitative data collection techniques were used. Some of the findings have been reached by questionnaire and interviews; academic success of two samples was compared by using quantitative methods. The research sample includes Cukurova University, Faculty of Fine Arts, Textile and Fashion Design Department students and Ceramics Department students.

As a result, the current situation is visual arts courses are not given enough emphasis due to insufficient course duration, overcrowded classes, having no contribution in placement exam attention is paid to other courses, therefore these cause challenges in visual perception in future ages. Consequently, students could not develop not only in proportion, forming relationships, linear experience, texture, color and perspective awareness but also problem solving, critical thinking and creativity skills; ergo, they do not show any interest. In this study, two groups were compared with their success in the pattern course and a correlation was found between student's repertoire of visual perception experience and academic success. In conclusion, aptitude tests are essential for The Faculty of Fine Arts.

Keywords: Visual perception, Aptitude test

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## Plastic Arts Education And Example of The Students Engineering Faculty

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### Abstract

In the act of acquiring knowledge, as it is in many other fields of life, the ability to use technology has taken the lead in the world of education, as well. Engineering education is one of these areas. The increasing dependence of people and technology is alarming. In this study, it is examined that how students at the Faculty of Engineering evaluate their visual perception change and the point of view to the arts and arts education after they receive plastic arts education at a basic level. Written opinions were gathered from 150 students who took the elective course 'Plastic Arts Education' at the Faculty of Fine Arts at Hacettepe University. 14-week syllabus is used in this course, including one theoretical hour and two practical hours each week. This syllabus covers two or three dimensional applied studies, the research and examination of art and its movements, artists, works of art, and exhibition and museum visits. Written findings indicate that students have chosen this course since they fed up with their theoretical courses, or the workload of courses, realize they have a bias towards art thinking that it merely and simply requires ability, and they are excited to recognize the difference between 'look' and 'see'. Key words: Plastic Arts, Art Education, Engineering Student

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## Exhibiting Art: The Case of ODTÜSanat

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### Abstract

The history of ODTÜSanat dates back to 1990s when a public benefit association named Association for Supporting Orta Doğu Teknik Üniversitesi (ODTÜ) students was founded by ODTÜ instructors and administrative personnel. Its aim was to create funds for students who had difficulty in continuing their education due to financial problems. In a short span of time, this association expanded and also was expanded with the support of ODTÜ alumni, artists, and organizations and/or institutions. ODTÜSanat, which started in 1999, is a branch of this project that has continued with success since its beginning. ODTÜSanat is organized annually by ODTÜ in Ankara, Turkey as an art event. It brings together different areas of art including fine arts, music, theatre, and cinema and lasts for a month. The event started in 1999 as National Fine Arts Exhibition with the aim of exhibiting works of artists representing different senses of art in a 1200 m<sup>2</sup> space. As its scope expanded, its name evolved into Art Festival in 2007 and ODTÜSanat in 2013. In this article, based on the sixteen-year professional experience in organizing the ODTÜSanat exhibitions, processes pertaining to exhibiting art, namely, planning, preparing, and implementation of the exhibition, are explained with examples of problems encountered and solutions developed.

Keywords: ODTÜSanat; art; exhibition; artworks; design; space

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## INTERCULTURAL INTERACTIONS IN THE PAINTING ARTS EDUCATION: “AZERBAIJANI PAINTERS EXAMPLE IN TURKEY”

**Ayhan Özer**, Gaziantep University Faculty of Fine Arts Department of Painting, Turkey

**Muhammet Aliyev**, Gaziantep University Faculty of Fine Arts Department of Painting, Turkey

### Abstract

**Introduction:** Teaching of the arts which include universal values and rules in essence, in spite of containing local signs, should be formed by universal criterias and the richness, and contain diversity as well. Intercultural interaction is an opportunity that may offer important advantages to this diversity. To be the subject of education and training of the arts, which is almost in the same age with humanity, in Turkey coincides with relatively near future. Turkish art education institutions, trying to fit the process of understanding hundreds of years of tradition and rules into a few decades, tried to speed up this process by going especially western countries or bringing artists from there. While the number does not exceed fingers of two hands especially in the last ten-fifteen years, now the expression of these numbers with three-digit numbers made the need for qualified instructors preferred. On the one hand this case contains various handicaps, but on the other hand, it can be considered as an opportunity. These study opportunities were designed to detect the sample.

**Purpose:** The purpose of this research is to detect facilities that intercultural interaction may offer in the teaching of art, and views of Azerbaijani painter and academics on the issue, who work in painting departments of various universities in Turkey.

**Problem:** To detect role of intercultural interaction in the use of artists and art educators as the primary source of art teaching is the problem of this research. This problem has searched for answers to the following questions.

1. What is intercultural interaction ?
2. Which opportunities that intercultural interaction may offer in art education ?
3. What are the views of Azerbaijani artists and academics working in Turkey on intercultural interaction ?
4. What are the opinions and suggestions of Azerbaijani artists and academics working in Turkey for the teaching of art in Turkey?

**Method and Limitation:** This research is a two dimensional research and the first dimension was made by scanning method. Scanning method is an approach that aims to define a state or a phenomenon occurred in the past or currently has an existence in the form as it was. The second dimension covers to prepare a

questionnaire whose reliability and validity studies was done, and making a written interview with 10 Azerbaijani artists and academics through this questionnaire.

**Findings:** The findings obtained in this study indicate that intercultural interaction is a teaching approach that applied in art teaching as an important factor. It has been found that about twenty Azerbaijani painters and academics work in the painting art department of various universities in Turkey.

**Result:** This research revealed once again that understanding of universal art education and training should be formed with universal criterias, although it develops with local values. It is concluded that besides of written and oral sources during this forming process, using more artists and artist educators as a primary source is important as well. It is understood that preceding intercultural interaction of these sources is another requirement. Analysis of written interviews made with Azerbaijani painters is still continuing.

Keywords: Art, Intercultural Interaction, Azerbaijani painters.

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## Inventive Traditionalism vs. Considering Tradition: The Changing Character of the City of Ankara

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### Abstract

There are different forms of Traditionalism. The most common form is the one that promotes the “idea of having a tradition” itself as a discursive practice. The modus operandi of this form is the reproduction of the “images” considered as having symbolic meanings. Despite the consensus over their “symbolic communication”, those images are deprived of their content that has been accumulated and articulated as a “tradition”. The replacement of the accumulated knowledge, experience and consequently content with the “image” seems to initiate new traditions. It is possible to claim that it is a process of inventing those new traditions by means of “made-up” images of symbolic meanings.

Architect has a definitive position in this process. The profession proposes a dangerous mixture of being a technician lost its authority and identity within the over exhausting construction market, which multitudes the same building image, without content, on one side, and on the other, of having the ultimate responsibility of inventing and reproducing that “made-up images of traditionalism”.

This study investigates the invention and reproduction of that made-up traditions through the transformation of urban morphology and texture of the city of Ankara with respect to the changing political and social atmosphere in Turkey. The re-invented symbolic image of “Ottoman traditionalism” that is reproduced through city gates, school façades, and housing projects.

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## OPINIONS OF VICENTE BLASCO IBANEZ, ONE OF TRAVELERS OF 20<sup>th</sup> CENTURY ABOUT CLOTHES OF TURKS (EXAMPLE OF “ORIENT BEFORE THE STORM”)

Meyrem ARGA ŞAHİNOĞLU,

### Abstract

*“Travel books” or “itineraries”* which are one of the oldest types of literature are the works of travelers who traveled different regions for different reasons and transfer the lives, cultures of the people where they travelled to the next generations.

Starting point of the author in itineraries is “geography” rather than events. Depending on this fact, the subject of an itinerary is the climate of the region, historical works, old-new buildings, clothes, details of the daily life etc. It is possible to assess the itineraries as documents supporting the disciplines of history geography and sociology as well although they are not much reliable in terms of their content.

The purpose of this research is to determine the opinions of 20<sup>th</sup> century travelers on the clothes of Turks. In the research the itinerary of Vicente Blasco Ibanez named “Orient Before The Storm” was examined and it was tried to determine the opinions of the author about garments of that era. In “Orient Before The Storm” which is the travel notes of the Spanish traveler who came to Istanbul in August 1907, Ibanez, the great man of letters who is one of the leading politicians of his country states that what was told about Turks in Europe were not correct and wrote his detections which are remarkable even today. In the itinerary there are significant clues on clothing of Turks. Ibanez states in his itinerary that Ottoman garments were smart and magnificent. It is considered that the results of the research will contribute to studies on history of fashion significantly.

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## Examination of the tale of Kerem & Aslı in terms of clothes

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### Abstract

Folktale is the name given to the products of folk literature created on the basis of the deep effect of any event or literal product left a trace in the society in oral culture. It is a long winded type of narration about real or real-like events. They are stories with traditional content which are narrated orally from one generation to the next. They generally deal with love and heroism. Kerem & Aslı is one of the most famous folk tales.

Kerem & Aslı tale is one of the folk tales which was revealed by late 16<sup>th</sup> century, known and liked in other nations than Turkey and Oğuz Turkish tribes (Armenian, Georgian, Lezg, etc.) addressing broad masses. Similar tales including Kerem & Aslı tale popular among broad masses are significant sources particularly in terms of revealing cultural values since they represented the past and future of the society.

The purpose of this research is to find terms of garment, accessories, fabrics referred in the Kerem & Aslı tale, reveal meanings thereof and provide information about how they were used in the tale. Written sources were reviewed in order to collect research data. The characteristics of clothing of the characters in the Kerem & Aslı tale were revealed and a general assessment was made in the research and what the terms of garment, accessories, fabrics meant was explained. It was determined that the following terms were referred in the Kerem & Aslı tale; don (underpants), hırka (cardigan), peştamal, libas (clothes), esvap (clothes), saya (clothes), fistan (clothes), kaftan (caftan), gömlek (shirt), arakçın, çevre, serpuş, nikab, kalpak, oya (lace), aba, atlas, şal (shawl), yağlık (handkerchief), elvan, kuşak (belt), tülbent (gauze).

Keywords: Folktale, Traditional Dressing, History of Dressing, Kerem & Aslı Tale

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## **Book Of Future In The Context Of Postmodern Theory With Using Augmented Reality**

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### **Abstract**

In this research, augmented reality applications and use of this technology in printed books in the context of postmodern theory will be investigated. Postmodernism is inclusive of a wide variety of disciplines and areas of study including art, architecture, music, film, literature, sociology, communications, fashion, technology, and education (Klages, 2003). Augmented reality (AR) is a live, copy, view of a physical, real-world environment whose elements are *augmented* (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data. Post-modernism differs from most approaches to learning in two fundamental ways. The first is that rationality and logic are not important to attaining knowledge. The second is that knowledge can be contradictory. Because of the contextual nature of knowledge, individuals can hold two completely incongruent views of one subject at the same time (Kilgore, 2001). According to Kilgore, knowledge is tentative, fragmented, multifaceted and not necessarily rational. Also it is socially constructed and takes form in the eyes of the knower and it is contextual rather than "out there" waiting to be discovered.

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## SURREALIST INHERITANCE IN DRAWING

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### **Abstract**

Sequential movements in history of art have originated revolutions during the times they appeared. Thereafter, they maintained their existence in work of art with their indications. These heritages artists have acquired, take them away from their pasts, convey them to the present and at this very point where past and present intersect, enable them view the future. Drawing is the origin of creative practice -from painting to architecture- in all plastic arts. Artistic cogitation initiates with the nature we are in and a familiar object close by. Examining entity and life-drawing teaches us how to observe. Identifying and contrasting objects is only complete by mathematical discipline, the coordination of eyes and hands and finally by possessing a self-styled line of plastics of the artist.

In this study; drawing, with the influence of surrealism; has been explained over quotations of our memories' and dreams' nonvisible worlds' portrayable examples, instead of drawings of entities imprisoned in their external appearances. Line, emerging from imitating the visible, has responded the messages of the subconscious. In the study, drawings of artists like Paul Klee, Rene Magritte and Giacometti have been examined.

According to the surrealists, the subconscious does not aim solely for the creativity of meaningless facts, yet, establishes a relationship between facts and objects in human cogitation. In this content, surrealist creation is a rich synthesis for drawing. Nowadays, surrealist elements are being much seen in many drawings. Surrealism will continue updating and influencing artists' imagination post its time.

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## **New Approaches in Art Education: Moodle Learning and Content Management System Based Art Education**

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### **Abstract**

Become also used in the training of multimedia software, is the most important innovation in the field of education provided by emerging technologies. Graphics, text, many factors such as digital images and sound are located in multiple environments. All of them gained importance in our daily lives and lead new structures in education is inevitable. To make meaningful abstract information is necessary to take advantage of the interactive multimedia applications. It is stated that a lot of research, teaching methods that increase the motivation of students and courses appeal to different senses can have a positive impact on student learning in arts education. One of the main areas of learning for training art students of the Art Criticism efficient way to gain knowledge to create effective learning situation is needed in the process of training materials.

In this study, Moodle based educational material draft is aimed to create, which can be used in the field of art education courses given theoretical learning in higher education programs include effective teaching-learning experiences, and planned to offer. Mentioned art education courses is limited to a subject that's "Principles and Elements of Art" at Fine Arts Departments Art Criticism course. In the study, an e-learning management system Moodle supported training that can be used as the material of the design process, the design principles that have been referred to the eligibility for arts education learning and teaching experiences.

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## AN INVESTIGATION OF INTERACTIVE E-BOOKS IN CHILDREN'S LITERATURE

Ahmet İhsan Kaya,

### Abstract

**Introduction:** Nowadays, technological developments have influences on almost all areas of human life. Today's society has fictionalised their lives on the axis of computers and the internet. While radio and television were integral part of life in the past, today computers and internet have been in the centre of our life. Thanks to technology, we can do our formal businesses through e-government, our correspondences via e-mail, do scientific and cultural research with the help of e- books, magazines and newspapers, we can even sign documents by using e- signatures. This change can be seen on the libraries, which are the information stores for people, and on the books, which are the instruments of education and sources of information. Interactive e-books, which are commonly used in the children's literature, are one of the excellent examples. The present study aims to examine the deep and surface structure of one of these e- books, which is called as "Who Stole The Moon?".

**Purpose:** The aim of the current study is to evaluate, interactive e-books in terms of the characteristics of children's literature and the expectations of the target group, which are children, and to make suggestions related to how it should be.

**Problem:** Interactive books have a lot of dimensions such as child, parents, author and producer. Therefore, the suitability of interactive online books and the nature of children's literature is an important issue.

**Method:** The present study is configured with a descriptive research method on reviewing literature.

**Findings:** It is difficult to write books for children because the writer has to prepare his/her books according to children both in content and structure and also in terms of artistic and educational values. Interactive online books, which are appreciated by the children because of their technological dimension, lead to positive results provided agreement on the characteristics of children's literature, otherwise they cause negative consequences.

**Conclusion:** Interactive online books have increased in importance in the field of children's literature because of their technological dimension and being attractive. Those books should be proper to the features of the target children group and should be prepared appropriately. By examining the model book

in this research in terms of both content and form, we aim to make related institutions, people conscious of the issue and the expand the researchers' horizon in the field.

**Key Words:** Interactive e-books, children's literature, pre-school education.

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## DIFFERENCES BETWEEN LITERATURE AND ARTS IN THE CONTEXT OF LANGUAGE

**Ahmet İhsan Kaya,**

### **Abstract**

**Introduction:** Branches of art, in a general sense, constitute integrity with their common traits. Yet, they differ in their functions, forms and capacities. Music has a phonetic construction, which consists of sound. Plastic arts such as architecture, sculpture and painting consist of marble, stone and paint. Literature, on the other hand, consists of words. The key element that separates art branches from each other is the material that is used for each and every one of them. Due to its unique construction, literature is different from other arts with its multidimensional mental function and with the way it appeals to the senses. In this sense, with its distinctive aspects, literature must be used as a subject in scientific studies. Literature is an intellectual art branch which is built in brain by having kneaded of the elements such as language, structure, content and style. Literature is anthropocentric in every way. Without a doubt, the key element that makes literature different in many aspects is language. This study investigates literature's differences from other branches of art in the context of its production materials.

**Purpose:** Art branches take shape and develop identity by means of the materials they are produced from. This study is aimed to investigate the differences between literature and other branches of art in the context of language and identify advantages and limitations.

**Problem:** Literature, as a branch of art, is basically made up of language; and the fact that this isn't mentioned enough in scientific studies, is the problem of this study.

**Method:** In this study, descriptive model is applied by means of a detailed literature review.

**Findings:** Literature, by its nature, differs from other branches of art in many ways. Above all, it appeals more to the feelings and minds of individuals than it does to their sense organs. While most branches of art are produced perceptibly, literature is built abstractly in the minds and inner worlds of readers/audiences. Literature, as a branch of art, is versatile and has many dimensions in terms of form and structure as well as content and function.

**Result:** Literature differs from other art branches in many ways because of its material and is anthropocentric in every aspect. When literary works are analyzed from a different perspective, it is seen that beside its artistic features, it is closely related to other branches of science. It interacts especially with social science such as psychology, sociology and history. It is considered that this study might be able to bring a new point of view to the researchers of art and literature and open new doors to new studies.

**Keywords:** Art, Literature, Language, Differences of Literature

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## **Combining visual and written dimensions: Edgar Allan Poe illustrations and conceptual narrations**

**Begüm Eken**, Hacettepe University, TURKEY

### **Abstract**

Today, when the future of the book is discussed, the main question is whether it has one. Information age transformed ongoing traditional features of a book. It has been foreseen by the critics that printed books, libraries and book stores are doomed to lost their values on the ground of developing technologies. As James O'Donnell cited from Pulitzer winner author E. Annie Proulx in his paper, "Nobody is going to sit down and read a novel on a twitchy little screen. Ever." Although printed books are less popular in this digital age, there are still readers and book lovers who always get fascinated by the feeling of flipping pages of a book. According to a research done with readers, they would prefer to have a reading experience with a printed book rather than a screen especially if it is a classic literature book. Two of the main components of verbal and visual dimensions of imagination are illustration and literature. Aim of this paper is to try and find a way to maintain the tradition of a printed book and to explore the relation between these principals in one medium through narrative illustrations of Edgar Allan Poe literature. Also the purpose of this paper is finding the similarities of the two disciplines, as both reveal ideas in unexpected and innovative ways in one's mind. A selection of his short stories and poems will be illustrated and designed to engage the two areas, literature and illustration to reach readers in a more different way than usual in order to communicate with them more effectively.

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## DESIGNING INTERACTION with a HUMAN-CENTERED APPROACH INTERACTIVE SYSTEM OFFERED FOR PROCRASTINATORS

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### Abstract

Design, its evolution, discourse and methods are studied in this paper. Design evolved from object-centeredness to human-centeredness in the last few decades. The causes of this change from past object-centered manner to contemporary human-oriented system are briefly summarized. Needs and emotions lead people to make judgments about what they would prefer to keep around themselves. This characteristic of human beings forces them to choose and to involve in the design process. Selecting among variants means designing of the environment. In the study of design, the idea of consumer participation offered new horizons to design.

Further, with the new technologies consumer participation became the core of element of the design process. New fields of design arose. Design became a multi-dimensional and cross-disciplinary study. Within its multi-dimensional perspective, every aspect of human life became a subject for design and design solutions offered for otherwise conceptualized as commonplace or challenging problems. Design, as a reflection of human creativity and wisdom, has begun to be nourished from science and technology, humanities, physiology, ecology, etc. and involved them an essential part of design process.

Finally, in this study procrastination, which is an obvious behavioral problem, is taken as a design problem and a possible system design is offered.

Keywords: Design, interaction design, user-engagement, procrastination.

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## The Effectiveness of the Model of 'Social Constructivist Learning Environment' Design through Research

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### Abstract

This presentation is to examine whether a model of 'Social Constructivist Learning Environment' (SCLE) design developed by Fer by utilizing six different research studies is effective for the learning process, ethnocentrism and intercultural approaches, as well as for the academic achievement of students in different grades.

The theoretical framework of SCLE comes from both Dewey's famous expression of 'learning by doing' and Vygotsky's 'zone of proximal development' ideas. SCLE consists of four main stages that include learner analysis, context determination, meaning construction, and learning evaluation. The role of the teacher in SCLE design is to serve as both a facilitator and moderator to the students.

In general, SCLE design is effective for students of different grades, based on the results of six different research studies. It has been shown to be effective in the learning processes, ethnocentrism and intercultural approaches, as well as in academic achievement.

Keywords: Social constructivism, instructional design

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## IN THE FRAMEWORK OF MULTIDISCIPLINARY VISUAL ARTS EDUCATION: ART CRITICISM

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### Abstract

It is widely thought that the art education develops the capabilities of talented individuals. This is an improper approach that leading to the result the art education is available for just talented individuals. Contemporary art education aims not only improve the skills and bring artists, but also give members to the community that constructive and creative, expressing themselves well, get pleasure from life, appreciate to art and artists, with strong visual perception and visual literacy. In line with these objectives, art education approach which including "art history of art", "criticism of art", "aesthetic" and "practice", increasingly gaining in importance.

In multidisciplinary visual art education, "Criticism of Art" discipline has steps of description, analysis, interpretation and judgment and contains a teaching method which based on question-answer technique mostly. Basic thing in this discipline is art works are talked by the teachers and art students. Teachers teach the students to handle the art works with all aspects, to establish relationships between elements, to infer and to take a stand against art work. As a result, it is aimed to bring individuals that can opine on art Works, explain why it is precious within the framework of aesthetic theories.

In this study, it is examined that the discipline of Art Criticism in contemporary art education. In the study, descriptive survey model was used. Data were obtained by literature and were interpreted. At the end of the study, relevant suggestions are produced.

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## Social Contradictions, Philosophical Knowledge and Advertising in 21st Century

İncilay Yurdakul,

### Abstract

Heidegger, Nietzsche, and Foucault associated the human existence with the power of questioning and action of freedom. Despite the action of freedom of human being as a being with questioning power, the society has become a surveillance community. According to Foucault, these two states are in a delicate balance. Man in a liberation act gets into a state of protesting and becomes rebellious when his/her private life and rights are threatened. The social life turns into a state of resistance and chaos with the rebellions of the poor and the other marginal groups. According to Foucault, the government has to face the new information, organization, and challenge of opinion groups. These views point to the existence of serious contradictions and conflicts in the society while looking at the society with philosophical evaluations. For example, the series of global conferences, TED, which started off with the slogan 'Ideas Worth Spreading', published Ads Worth Spreading list in its 3rd year. These consisted of the most effective 10 advertising films of the previous year. Advertisements provide a large spectrum from social responsibility projects to inspiring projects and from entertaining works to advertisements proposing complex ideas. In these advertisements, properties such as innovation and encouragement, etc. are rewarded.

These advertisements are not the advertisements of the capitalist system which instigate over-consumption, but they are the advertisements which see the social issues, conflicts and contradictions, and emphasize and question those issues. The most powerful, well-known, and successful advertising agencies are in an elite position in these evaluations. For example, we can mention 'Young and Rubicam' and 'Saatchi and Saatchi'. Another view which the advertisements studied in this paper are based on was the post-modern society evaluations of Baudrillard. He proposed the term simulation to show that the post-modern world took the place of the real and concrete as a virtual-reality.

The philosopher emphasized at this point that the post-modern society became a world of images and signs. According to Baudrillard, revolution and freedom are structures that entrap the individuals in an array of simulation. Noteworthy advertisements of the advertising companies selected by The Top Consolidated Agency Net Works in 2013 by Estimated World Wide Revenues will be analyzed according to the views of the contemporary philosophy thinkers.

Evaluations were made in accordance with the conflicts and contradictions in the society by approaching through the windows of concepts, ideas and designs created in the 21st century world by the creative and skilled designers of these companies.

Study: was completed with the review of the literature, watching and analyzing the advertisements, and discussing and examining them through the philosophical accumulation created by the era. In this respect, the views of the expert views as well as the views of the average audience of the consumer society were included in the study.

Conclusion: The study tried to answer the question "In line with the social conflict, contradiction, and changes, can advertisements be extraordinary despite being in the capitalist production system?"

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## **A Proposal of Traditional Culture to the Global Resemblance Culture**

**Zeki NACAĞCI**,  
**Alaattin CANBAY**,

### **Abstract**

The technology and media, developing in the last century, are both changing social life gradually and taking hold of the world. In a world in which the communication opportunities push the limits, the sharing of knowledge accrue breathtakingly. In this process when the difference of time and place disappears, cultures affect each other, resemble each other and become the same swiftly. The resembling of cultural values also bring about predominating of dominant culture in a hegemonic way. So traditional cultures come up against the danger of absence by losing their values rapidly. In this current identified as globalization, it is an obligatory that people transfer their cultures and socio- cultural savings to next generations to keep their own values alive by protecting. These transferred products are generally values that public feel them belonging to themselves, interiorize and attribute a deep meaning to their self-culture via their feelings. The re-identifying of music, handicrafts, oral literature and traditional theatre and folkloric elements that can be identified as similar nature, by approaching with an academic consideration and using them with scientific methods in cultural transmission matter in the sense of increasing the significance of traditional culture in the face of globalization. With an international approach, this consideration that is able to change the differences into colorness[A1] and multivocality also enable to settle and become widespread of civil liberty and democracy culture basically.

In this study, in the face of globalization effect increasing gradually, protection of traditional culture, transmission it to the next generations and bringing up healthy social generations are discussed. The study has descriptive qualification and also includes surveys and studies that have been done in this field. The importance of traditional culture, new structuring that are needed in art education, proposals aimed to practices and programs constitute this study's main topic.

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## Musical Manner Against Violence in Society

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### Abstract

Violence is one of the biggest social problems that present societies and humanity exposure. All kinds of discriminations performed among people, inequality, divisions of items and opportunities in a unbalanced way stir up violence factor. Children, who met games including violence in their childhood years and started to enjoy them, are constantly obligated to live with socio-cultural effects and act of violence interbedded in their next years. Especially in the third world, colonial countries and semi-colonized countries and social structures, violence rate is increasing gradually and the wrong methods and practices that are used underwhelm. The gradually increasing of violence at school, home, work, in street and every social place where people live makes us think the consequence of some concepts like politeness, kindness and esthetics that are forgotten. Can the value that art and esthetics add to human's life solve this problem? As a communication and expression language, can music which is indispensable in human life contribute for solving this problem in every part of the life? This study existing in the axist of these questions, by using music, which is one of the most effective facility in human's life, aims to submit attitudes and proposals about providing solutions to violence with a descriptive method. In this sense, particularly in education and in every part of the life and field, the contribution of music used with the help of scientific methods and alterations are discussed and the studies done in this field are included.

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## A Workshop on the Design of Canopy Structures

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### Abstract

This paper is related to a workshop implemented in Anadolu University, Faculty of Architecture and Design. The “Canopy Structure Design Workshop” lasts 4 weeks. The supervisors of the project group are Nazmiye Öztürk, Damla Özer and Erdem Akan. The mentioned workshop was done with a group of 70 2nd year undergraduate students. 14 teams of 5 were made out of these students. They were asked to develop their projects with models. At the end of the process, the students made 14 canopy structures of wood with a 1:1 scale. Some of these are called Flexible Structure, Armadillo and Tensegrity.

This study comprises the photographs and evaluations of the designs obtained at the end of the “Canopy Structure Design Workshop”. In the assertion is explained the positive and negative properties of these designs.

Keywords: Structural Design; Canopy Structure Design; Design Education; Evaluation of Students Projects

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## THE RELATIONSHIP OF FASHION AND ART, AND LITERACY OF THE STUDENTS OF THE DEPARTMENT OF FASHION DESIGN

**Esra Varol,  
Nilay Ertürk,**

### **Abstract**

The existence of the relationship between fashion and art dates back to old times. The aim of Worth and Poiret with the arising of haute couture in 19<sup>th</sup> century was the acceptance of fashion designers as artists. Even though this situation has never realized completely, many designers continued designing clothing with the sense of art and still do. The subject that unites design and art on the common ground is that there is an effort of creating an esthetical product at the end of both activities. In this direction, art lessons have always been a part of design education. As in every design field, in fashion design field art lessons take place in the curriculum. Art provides the inspiration for the designers; students and other designers design clothing by being influenced by the art. Thus, art becomes an eternal research field for designers, art literacy comes into prominence in this respect. The aim of this research is to discuss the relationship of art and fashion within its historical development and reveal the art literacy of the students of the department of fashion design. The research has been carried out in Eskişehir Anadolu University Faculty of Architecture and Design Department of Fashion Design. The method of the research is descriptive. In order to obtain the research data along with literature review art literacy scale that is developed by Assistant Professor Doctor İzzet Yüçetoker has been used. Scale 81 has been applied on fashion design student.

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## VISUAL PERCEPTION MANAGEMENT IN ADVERTISEMENTS

**Seda Nur Atasoy,**

### **Abstract**

The subconscious includes all mental events that stay out of conscious perception and have no potential to access to the level of conscious. In our present day, the conscious is one of the objects where the advertisers often use it to make hidden inducements in order to influence the behaviors of the consumers and where the desire to buy a product is created, placed in it to best market and publicize their own trademarks and products. When the consumer wants to buy a product, it is necessary that the product for which advertisement is made in the mind emerge. And, this makes us question the necessity of the visual perception management in the human brain. In daily life, thousands of information, pictures and sounds go to the memory on a daily basis, and the human brain recalls them if only they are necessary. For this reason, the advertisers develop their products with such kind of methods which could be recorded in their clients' memory for a long time.

Eighty percent of the perception is structured by the eyesight. The expert psychologists work together with the art directors within the companies where the hidden messages are produced, in order to place in the pictures such images which are to attract attention of the subconscious. Such images have certain qualities which trigger and actuate the visual perception. E. g: placing into the background the green color in order to make a product look more reddish.

This study includes the way of functioning of the visual perception in the advertisements together with the examples, and researches whether the attempts to actuate and induce the human feelings and motives could in fact control the behaviors and thoughts, and whether they are right ethically.

Key Words: Visual perception management, advertisements, subconscious, Tachistoscope, Poetzle Effect.

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## CLOTHING DESIGN PROCESS FROM SYMBOL TO IMAGE

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### **Abstract**

Dressing, toilette and the feeling of looking beautiful that are needs of human body and soul make fashion quite important. The point stated by fashion in which there is a continuous change is much deeper than the hemlines, silhouettes and change in colors. Fashion holds a mirror up to societies within which it exists. It operates as both a cultural phenomenon and highly complex business and as such it reflects the social, economic, sexual and political attitudes of an era. Therefore fashion designer explains the soul of time in his work.

Designers are always in search of new and popular inspiration sources in order to maintain the freshness and actuality of their works and to make their designs acceptable. Inspiration sources are sometimes concrete situations and sometimes occur as a result of societal values and perceptions that are abstract. In the end, clothing designs that occur take their place in the fashion world as sometimes an inimitable, artistic, original product that reflects the emotions and thoughts of only the designer himself and sometimes products that are designed especially for production and consumption.

This study is planned to reveal the design factors, inspiration sources that are effective in Clothing Design process and the realization of design process. Regarding the aim of the study in order to concretize the difference between dressing styles that are formed with the roles of women and men in social order, original women clothing designs have been made. In the collection shirts that are accepted as the symbol of men's dressing formed the starting point of the designs. Collar, yoke, pocket, button hole, sleeve cut, sleeve cuff, arm vent characteristics and unchanged sewing factors that take place in men's shirts and are considered as symbolic values in women's clothing, are reinterpreted by the designer. Each clothing that is subject to the personal interpretations of the designer is produced originally with its model and style properties in line with "Wearable Art" considering the design factors and principles. In the clothing designed the qualitative differences and identities are stressed between women's and men's dressing, and the thought-provoking and recalling effect of the conceptual differences between men and women dressing is evaluated in terms of the connection established between old and new.

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## TACTILE COMMUNICATION DESIGN FOR VISUALLY IMPAIRED PEOPLE

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### Abstract

This study was designed tactile communication design products for the visually impaired. In this study, it is aimed to enable visually impaired people to be aware of the animate, moving and changing life.

As a method, the visually impaired were interviewed about problems. Answers were sought for the following open-ended questions.

1. Are there any advertising posters and brochures designed for you around where you live?
2. Through which tools are you informed by the advertisements and notifications?
3. If there were tactile advertisement and bulletin boards designed for you outdoors, would you use them?
4. If the billboards at the bus stops were designed for you with annotated tactile signs, how much useful would they be?
5. Would you use them if there were informative advertisements and notifications placed on the stair railings?
6. Would you read if there was a part for you at the daily newspapers and magazines?

The interviews were analysed and analytical materials devoted to the problems were produced. The visual images which are visual communication materials and posters, billboards, notice boards which are made by using visual typography were redesigned by using tactile images and Braille alphabet. While the products were being designed, designing products were used. For the printing process, special prints were used which can make embossed printing with hot pressing.

As a result; the produced tactile products were presented to the visually impaired people. About these sample products, the visually impaired people stated that by means of such beneficial initiatives, they feel themselves not drifted away from society and besides with the help of these kinds of products; they feel like they are considered important and present in this society. By the help of such tactile communication designs which are made and will be made, the visually impaired people will find themselves in ordinary daily life and they will be able to get rid of their existing feeling of insufficiency. It is thought that, these kinds of studies will prevent them from cutting their social ties with the society.

**Keywords:** visual communication design, tactile graphics design, tactile infographics

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## DESING IN NEW MEDIA PRACTICES: A REVIEW ON FACEBOOK ADS AS A SOCIAL NETWORK

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### Abstract

The requirement of reaching the target audience in a short time and simultaneously, which is located at the core of new media environment, is one of the common goals of today's communication tools. The impediments between humans such as geography, language, limited information and limited visuals are now obsolete. Virtual environments, which have become a part of our everyday life with communication technologies, also create a study field in advertising. Delivering advertisements to the target audience at the lowest cost and in the shortest time, addressing to both individuals with the lowest financial sources and individuals with highest financial sources and allowing global multi-communication are factors that have helped virtual environments excel over other communication technologies and lent impetus to digital advertising. Social networking environments, where new advertising practices are observed in the new media, are defined as web-based services that connect world-wide computer networks and allow them to communicate. Facebook is one of such social networking environments. Hundreds of thousands of people are exposed to insistent and imposing advertisements on online environment due to advertisements posted via Facebook. A good design and creativity is required in order to successfully convince the target audience. Graphic design is, therefore, of great importance in the advertising industry. Graphic design in advertising combines elements that help convey the message to the consumer more quickly, easily and effectively. In this study, a literature review was conducted in terms of facebook ads, graphic design discipline, advertising, advertising strategies of agencies and these were investigated using qualitative research methods.

Keywords: Facebook, social media, design and media, advertising

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## OUR LIVING HAND CRAFT MEERSCHAUM CRAFTSMANSHIP FOR THE FUTURE

**Nilay ERTÜRK**, Anadolu Üniversitesi, Turkey  
**Esra VAROL**, Anadolu Üniversitesi, Turkey

### **Abstract**

Meerschaum, which is an organic stone, has the appearance of soil or clay. It is white or similar to white in color. Meerschaum, which is a gemstone has absorbing characteristics, its color changes when exposed to open air, it is soft and easy to work magnesium silicate stone. New Works with high use and aesthetic values are produced from meerschaum, which is a completely unique material with its soft and sensitive structure as well as smoking material. Some of them are jewellery and accessories. The aim of this research is to introduce different meerschaum products in terms of aesthetic and use such as jewellery and accessories and to contribute to the development and introduction of this art. One of the places most suitable to mining and is determined as Eskisehir. Therefore, research sample is comprised of Eskisehir, meerschaum masters continuing to work in Eskisehir and their Works. Research is qualitative in terms of problem, data collection and analysis methods. Method of interview is used in collecting research data and Works are analyzed by being photographed.

Key words: Meerschaum, hand craft, accessories, jewellery

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## Using Traditional Illustration Techniques in Poster Design

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**Ayhan Özer**, Gaziantep University Fine Arts Faculty Painting Department, Gaziantep 27000, Turkey

### Abstract

Literally posters is defined as a sign attached to the wall, printed or hand-written carried during the demonstration in order to expose the public notice. Posters to convey a message of equal weight or anxiety and are prepared graphic design and art products in order to promote a product. The purpose of this study is to determine the advantages of using illustration an painting techniques in designing traditional poster. The problems that lead the study to this aim are technological developments and that contemporary art poster designs formed with absolute photographic aesthetic are becoming monotonous.

The findings of this study were tried to be obtained by two-dimensional approach. The first is literature scanning. In the second, –works of artist in the determined sample were analyzed in terms of both illustrations and using of pictorial techniques. In this context, examples of the works of artists such as Henri Toulouse Lautrec, Jules Cheret,– Alphonso Mucha, Alexandre Steinlen, İhap Hulusi, Pagowski Andrzej, and Leszek Zebrowski examined.

Keywords: Poster; Picture; Illustriation

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## Modern Interpretations of Traditional Turkish Motifs In Contemporary Graphic Design

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### Abstract

Traditional Turkish motifs rooting back to the pre-Islam Turkish communities of Central Asia are used as a rich cultural resource in present art works and designs. Turks, a nomadic society, continued to use these motifs in different fields like textile, ceramic, tile, manuscript and architecture also after starting settled lives. During this long process of centuries, motifs have been transformed, diversified and enriched. Traditional Turkish motifs with long history include deep meanings and symbols based on the Central Asian Turks' belief systems, ways of perceiving the world, nature and universe. Humanity has been using symbols to establish communication since thousand years ago. In present world dominated by a culture full of visual images, symbols are among the most important elements of visual communication conveyed from generations to generations.

Modern interpretations of traditional Turkish motifs as a visual cultural element are used to describe concepts, accelerate communication and/or enrich visual language in many different fields from poster to editorial design, visual identity design and motion graphics. This study will examine over samples the use of traditional Turkish motifs in present graphic design products, symbolic meanings they hold, their contribution to communication and visual contribution.

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## INFLUENCE OF TURKISH COFFEE CULTURE ON THE DESIGN OF SMALL HOME APPLIANES: TURKISH COFFEE MAKERS

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### Abstract

Culture is a complex integration consisting of material and moral stuffs by living people as a member of society who are learned by doing and taught. Therefore, it includes and effects lots of areas such as languages, beliefs, moral laws, consumption habits to hold together people in society. Culture also has over power on design and design processes like the other areas. These influences are inevitable because culture and design are in an interaction that enrich and nourish each other. Product design is one of the design area and one of the influential area for individuals to show their culturel back grounds in a concrete way. That's way, product design is an important line to put down the facts of the notion of culturel effects.

The aim of this study is to examine the influences of Turkish Coffee culture which has an important place in Turkish culture and has own rituels, Turkish has the effects of small house hold appliances aims to examine the culture of design on the Turkish coffee machines. To see what these effects are within the scope, firstly, Turkish coffee culture should be examined, after then with the examination of mechanization process of the Turkish coffee, Turkish coffee culture has tried to explain the traces in this design.

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## Botanical Illustration Techniques

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### Abstract

In this study, basic techniques which are used in botanical illustration are examined. Undoubtedly the most basic and accessible technique for the illustration artists is pencil and ink. Artists who have been drawing for years have used this technique with the decorations on the books and although technological developments present us unlimited opportunities today, basic illustration techniques; pencil, ink and watercolour technique has kept its place. It is necessary for this basic illustration technique to contain main features such as line, tone, colour, texture, shape, size. Just as all the artists who are dealing with illustration, artists-scientists who are dealing with botanic have also benefited from these techniques. as a result, no matter if it serves for art or for science, these techniques have always had an important place in creation of visual data for the development of humanity.

Key Words: Botanical Illustration, Botanical Illustration Techniques, Watercolour Techniques, Charcoal Drawing Technique, Ink Technique, Gouache Painting Technique, Ekolin

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## In The Framework of Multidisciplinary Visual Arts Education: Art Criticism

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### Abstract

In multidisciplinary visual art education, "Art Criticism" discipline has steps of description, analysis, interpretation and judgement. In this context, teachers teach the students approaching the artworks with all aspects, establishing relationships between elements and inferring. As a result, it is aimed to bring individuals that can opine on artworks, explain why it is precious within the framework of aesthetic theories. In this study, the discipline of Art Criticism in contemporary art education is examined. In the study, descriptive survey model was used. Data were obtained by literature and were interpreted. At the end of the study, relevant suggestions are produced.

Keywords: Multidisciplinary, Art Education, Visual Arts, Art Criticism

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## Evaluation of 2014 local elections candidate campaign images

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### Abstract

Abstract On the occasion of everyday media tools we are shown to many political image. Especially in times of election campaigns this situation turns into a bombardment. This view actually is aware of what exactly we do not put into our subconscious. Some of our beliefs, our sex and making a submission on our moral, try to convince us. An economy that has formed around the idea of political choices and the value of individual differences as a separate campaign to persuade converts it to a satisfactory property. This is an interdisciplinary framework to study political image reader to read and analyse examples of local and national offers. Three major political parties in the investigation of the visual color, typography, photography, use, were evaluated in terms of design elements.

Keywords: election campaign, posters

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## Memory- Space Relation in Adaptive Reuse Buildings: An Analysis of Çengel Han- Rahmi Koç Museum

Melike Selcan Cihangirođlu,

### Abstract

The purpose of this study is to convey the memory effects in adaptive reuse buildings in order to discuss interior space and memory. Protecting the essence of the used materials or structural/periodical features and being respectful to the past experiences in the place will increase emotional experiences of the user as well as the given importance of space by the user and will preserve the building in the matter of significance.

It is regarded as a positive approach both historically and architecturally to create designs that creates physical, emotional and spatial associations for the user than generating a completely new face. In order to explain this approach with a case study Çengel Han Rahmi Koç Museum which is located in Ankara Castle, one of the most significant historical places of Turkey's capital city Ankara is studied. Both individual and regional effects of the building in the memory were interpreted after its renovation as adaptive reuse building. In conclusion after this analysis, designing a space by protecting the essence and respecting what exists instead of drawing a new silhouette by removing the traces can increase spatial and emotional quality.

Key words: memory, space, adaptive reuse, emotional-spatial experience,

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## Permanence of an artwork in public areas and a design project: Draw and Erase

Arzu Çevik,

### Abstract

There are three elements that come to the forefront while questioning the permanence of an artwork: The artist who plays a role, although indirectly, in individuals' establishing a direct relationship with the artwork; the political authorities and city administrators who have effective power on the permanence of artworks, and the watchers/users who realize conscious or unconscious vandalistic behaviors to artworks in public areas. Users who are consciously or unconsciously injurious behavior to the artwork in the public areas is starting point of the project.

### Objective and importance of the project

The project was designed to satisfy the writing and drawing instinct of the man, who, from the past until today, has never given up writing, drawing and destroying, and to keep them away from the act of writing and drawing on artworks and to protect the works.

Having been designed basing on a psychological and sociological reality in the societal life to benefit from the characteristic of art being used as a multipurpose tool, this project is based on the conversion of an existing problem to a positive action. Having taken the risk of being a "target board itself" from the beginning and "having no need for protection", the project has been promising to offer a free discovery with its "stance of open-to-all-democracy" since its inception. With an interactive approach; the artist designs but the surface design is completed by the watcher/user. The project also targets to activate the passive users along with the users that write and draw in the public area and supports the mixing of art with life with its structure that exists because of its free mentality. Targeting indirect protection for the artworks in public areas, the project will contribute to the decreasing of maintenance and repair costs for artworks, to the economic value by protecting its monetary value and to the permanence of the art.

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## NEED FOR AESTHETICS IN VISUAL AND AUDIO ENVIRONMENTS

Hatice Keten,  
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### Abstract

Since the early ages, mankind has always been in search of a comfortable, convenient, safe and pleasant environment to live. Mankind's quite different endeavors and intellectual progresses throughout the historical process have been related to the reason and continuity of his existence. Man's endeavor to leave various traces in the environments he has been and his creativity have been effective in the formation of cultures and civilizations. This also denotes art.

All environments that harbor men stand for their environment. The house, neighborhood, district, village, city, country, office, outdoor or indoor spaces where he dwells are considered the basic constituents of the environment that encircle mankind. All of these constituents have always been interwoven and in contact with cultural textures, aesthetics and art.

The fact that the origin of cultures are cities also makes one think about the fact that mankind lives in this environment formed together by such cultural accumulation and the nature. This is because cultures spring from cities, live in cities and spread their influence from one city to another.

In this study, the environment where mankind lives is analyzed in terms of meeting aesthetical expectations. With this study conducted on the basis of literature, it is intended to call attention to the subject of designing environments suited to the aesthetical needs and expectations of mankind.

Keywords: Visual environment, audio environment, aesthetics.

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## AS A COMPOSITOR OF MUSIC EDUCATION ERDAL TUĞCULAR'S CHOIR AND SINGING COMPOSITIONS' HARMONIC ANALYSIS

Hasan Bozkurt,  
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### Abstract

Erdal Tuğcular who is among the new generation of composers, is one of the important representative of folklorism movement in Turkish contemporary polifonic music whose foundation is based on Turkish fives. Tuğcular's Works which are frequently played in various national and international concert programmes has a great value and importance with the educational function in different stages of music teaching. In this study, Erdal Tuğcular's, has various kinds and styles of Works, composes which is done for choir and singing have been examined in terms of harmony. For this purpose, from Tuğcular's choir and vocal arrangements population, 'Osmanım Song' which is arranged as a piano accompaniment for singing and 'yol havası song' which is arranged as polyphonic for choir are selected as sample. Selected Works are researched in terms of harmony styles and patterns which was used in polyphony.

Key words: Erdal Tuğcular, Choral Works, Vocal Works, Harmonic analysis

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