



CLASS LOGBOOK

CYCLE OF INTERNATIONAL LECTURES ENTITLED: VISUAL METAPHOR DESIGN: Designing an Awareness Campaign for a Social Issue

as part of the project:

„Kreator kariery - zbuduj swoją przyszłość zawodową z UJK w Kielcach”

nr FERS.01.05-IP.08-0256/23

academic year: 2024/2025

field of studies: design

year, level of studies: first

course instructor: dr Resul Ay

Course Program – Schedule

Date	Hours From- to	Course Topics (Thematic Content)	Number of Teaching Hours
13.06.2025 16.06.2025	16:00-19:00 09:00-10:30	Introduction to Visual Metaphor and Concept Development (lecture) This foundational session introduces the mechanisms of metaphor in visual communication. Drawing from both Western and Middle Eastern traditions, students will explore how metaphoric thinking operates in poster design, identity construction, and cultural messaging. Visual examples from Turkish and Polish poster art will be analyzed to examine metaphor as both a conceptual and stylistic device.	6
17.06.2025 18.06.2025	09:00-11:15 09:00-10:30	Visual Messaging and Poster Campaign Strategy (lecture with workshop) This workshop-focused lecture explores the construction of visual messages in public campaigns. Emphasis will be placed on contemporary strategies from Turkey and Western Asia, including political activism, cultural festivals, and social initiatives. Participants will work on their visual message development in response to a selected theme.	5
18.06.2025 20.06.2025 21.06.2025	10:30-12:00 16:45-19:00 09:00-09:45	Semiotics: Understanding Signs and Symbols in Visual Communication (lecture with workshop) An in-depth seminar on semiotic theory with case studies from Islamic, Turkish, and Western graphic cultures. Students will learn to decode signs, symbols, and visual codes in poster design and visual identity	6



		systems, while reflecting on how meaning is constructed across cultures.	
21.06.2025	09:45-12:45	Design Principles and Visual Thinking Strategies (lecture with workshop) This lecture develops an understanding of key visual principles—composition, hierarchy, rhythm, and contrast—while encouraging cross-cultural interpretations. It integrates examples from Turkish visual communication history, focusing on how visual strategies reflect cultural values and design traditions.	5
21.06.2025	12:45-17:15	Design Principles and Visual Thinking Strategies (lecture with workshop) This module explores the foundational principles that govern effective visual communication, such as composition, contrast, rhythm, balance, and hierarchy, and how they interact with the creative process of visual thinking. Students will analyze the relationship between intuitive sketching and intentional design, developing strategies for translating abstract concepts into compelling visual forms. The course will highlight comparative approaches from different cultural design traditions, including the Bauhaus legacy, Turkish modernism, and Islamic ornamental logic. Students will engage in hands-on exercises that challenge them to move between analytical and imaginative thinking while constructing visual solutions for real-world contexts such as social campaigns, cultural identity design, and editorial illustration.	6
23.06.2025 24.06.2025	09:00-11:15 08:30-10:45	Semiotics: Understanding Signs and Symbols in Visual Communication These theoretical and practical classes introduce students to semiotics—the study of signs—as a fundamental framework for decoding and producing meaning in visual culture. Through the lens of semiotic theory, students will explore how images, colors, typography, and composition function as cultural codes in poster design and visual identity systems. The meeting emphasizes intercultural perspectives, with a special focus on the use of symbolism in Turkish, Middle Eastern, Eastern European, and Western Asian visual culture. Discussions will include the roles of religious iconography, revolutionary aesthetics, postcolonial visual tropes, and national identity in shaping the symbolic landscape of design.	6



24.06.2025	10:45-12:15	Final Presentation, Feedback and Portfolio Review (workshops) The final session provides an opportunity for students to present their completed projects—poster designs or campaign proposals—developed over the course of the program. Each participant will receive in-depth, personalized feedback from Prof. Ay, with emphasis on conceptual clarity, visual coherence, and professional presentation skills..	2
		TOTAL Hours	36

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Instructor's Signature



List of Participants Qualified for the Classes

Lp.	First and Last Name of the Student	Student ID Number
1.	Borowiec Kacper	153134
2.	Dąbrowska Gabriela	153137
3.	Włodarczyk Katarzyna	155026
4.	Wojtasik Filip	154050

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Signature of the Academic Coordinator



Attendance list for classes on the day of 16.06.2025

No.	First and last name of the student	Signature
1.		
2.		
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Instructor's Signature

Attendance list for classes on the day of 17.06.2025

No.	First and last name of the student	Signature
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Instructor's Signature



Attendance list for classes on the day of 18.06.2025

No.	First and last name of the student	Signature
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Instructor's Signature

Attendance list for classes on the day of 20.06.2025

No.	First and last name of the student	Signature
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Instructor's Signature



Attendance list for classes on the day of 22.06.2025

No.	First and last name of the student	Signature
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11.		
12.		

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Instructor's Signature

Attendance list for classes on the day of 23.06.2025

No.	First and last name of the student	Signature
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10.		
11.		
12.		

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Instructor's Signature



Attendance list for classes on the day of 24.06.2025

No.	First and last name of the student	Signature
13.		
14.		
15.		
16.		

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Instructor's Signature