



World Conference  
on Design & Arts

# 5<sup>TH</sup> WORLD CONFERENCE ON DESIGN & ARTS

**26-28 May 2016**  
**South East European University**  
**Skopje, Macedonia**

**Abstracts Book**



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**5<sup>th</sup> World Conference on Deasign and Arts  
(WCDA-2016)  
26-28 May 2016  
South East European University  
Skopje-Macedonia**

**ABSTRACTS BOOK**

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# ABSTRACTS

## The Building Construction Techniques And Concept For The Development Of Outdoors Furniture Design

**Najib Sani**, Universiti Sains Malaysia, Penang Malaysia.

**Omar Bidin**, Universiti Sains Malaysia, Penang Malaysia.

### Abstract

**Problem statement** The second year Industrial Design students at the Universiti Sains Malaysia in Penang, Malaysia to explore furniture design beyond the niche of timber as medium of construction. **Propose of study** In an attempt to develop students' exploration of concepts, creativity and, enhance problem-solving skill in design, the building construction techniques and concept was adopted to synchronize the industrial design fundamentals. **Methods** The building construction techniques were analyzed, that include the study of structural beaming, tunneling, steel frame structures and jointing, and concrete moldings and binding, to incorporate with furniture design. Furthermore, the synchronization of industrial design fundamentals such as product functionality and mobility was emphasized, amalgamating on working with materials such as Portland cement, epoxy resin and Styrofoam beads to reduce the weight of concrete for easy use. **Results** Outdoor seating furniture inspired by the building construction techniques was constructed. **Conclusion** The cross-disciplinary studies of industrial design and building construction has expanded and enriched students' knowledge in furniture making, using other alternative materials as substitutes for timber.

**Keywords:** Industrial Design, Building Construction Techniques, Furniture Design

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# GENDER INEQUALITY IN DESIGN AND ART PRACTICE: SOME REFLECTIONS

**Femi Kayode**, The Federal Univeristy of Technology, Nigeria.

## **Abstract**

Nigerian culture is still naïve - blackmailing women as stereotypes, commercial advertising models and allowing feminine issues to be trivialized. It is very difficult to find a level of education in Nigeria that is not practicing some form of co-educational or interdisciplinary education. Yet, insignificant number of the institutions of learning is offering art and design or talking about it. Over the history of formal schooling, more often than not, what has been noticed is gender inequality of enrolment for courses in faculties. For one reason of parochial traditional mentality, females are not expected to be as good as male at anything. The study looks at gender inequality in art and design training and practice. 386 female art and design students were sampled by random method with the aid of questionnaire. Data collected was analyzed using frequency distribution and percentage while results were presented in tables. The findings show that the women folk has been shortchanged in the past being made to accept oppression and triviality. There is deprivation in the area of right to education. However, there is hope for an average female with the women emancipation and empowerment groups springing up in the country.

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# Punk, DIY (Do It Yourself) Movement and Its Significant Impact in Indonesia Design

Aprina Murwanti, Universitas Negeri Jakarta, Indonesia.

## Abstract

Punk community in Indonesia is regarded as one of the biggest punk community in the world. The anti capitalist, freedom and DIY (Do It Yourself) philosophy brought by these communities took them to produce their own merchandise and sell the goodies in the underground market and independent events. Punk comes and spread in Indonesia since 1990s through its music and groupies. Beside negative stigma of Punk in Indonesia, the aesthetic of punk that known as 'anti aesthetics' contributed significant impact to the development of Indonesia design in the last three decades. Beyond offering subculture analysis, this paper highlights DIY movement of Punk community in regard of sharing concrete visual reference to Indonesia design world. Using qualitative methodology that integrates selected depth interviews, content analysis and participant observation; this paper took on a closer look of the outsider and insider perspective in locating Punk DIY Movement as visual asset on current Indonesia Design and creative industry at large.

Keywords: Punk, DIY (Do It Yourself), Indonesia, Design, Movement

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# Environmental Art Group Art Project in Dionysiac and Apollonian Attitude

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## Abstract

In the study, in 2016 the Faculty of Buca Education, Art Education Department, in 3B- Painting Main Art Studio Lesson, by the project manager, created at the undergraduate level under the Project based model in art education and carried out the "With The Environmental Art Create New Awareness in Art Education" entitled Dionysiac and Apollonian Attitude in Environmental Art Group Art project implementation process and project design products are examined. The project is structured project type. Can we create new awareness both in students and in audience with applied lines and forms on land with environmental art Dionysiac and Apollonian attitude group art project as part of the 3B- Painting Main Art Course ? forms the problem of the Project. In this research, according to qualitative research methods and implementation techniques, content analysis and interviews on project stage and application process, developed designs under the project are conducted. The project was carried out in 4 stages. Phase 1 (Infrastructure-Data) research, information seminars. 2. Stage Design, Setting. The determination of natural materials which will be obtained from campus garden and natural spaces which will be used in environmental art design according to the designs and compositions. 3. Stage - to provide natural materials will be used in the project application and implementation of plans of using this natural materials. To determine the usefulness of natural materials will be used and visual presentations of sketches that reflect first experiences. First evaluation. Step 4: Reflection. The findings of concerning the implications of students and the audience of the project implementation. The main objective of research is to contribute to the related field through searching formation of new awareness with mentally, seeking direction order, as well as fantastic, a combination of direction using the unconscious- Apollonian and Dionysiac attitude which forms the artistic and philosophical background of land art forming the content of group art project applications which will be exhibited and will be applied in the natural Faculty campus environment at the undergraduate level- with Dionysos's combining with nature ecstatic, using ritual attitude and Apollo's attitude that is the combination of using visual and rational harmony.

Keywords: Environmental Art(Land Art), Project Based Art Education, Dionysiac and Apollonian Attitude, Group Art Project.

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# A Cooking Royal Thai Cuisine Application

**Alessio Francesco Palmieri-Marinoni**, School of Media, Film and Music - University of Sussex, Italy.

## Abstract

Among the various historical periods, Middle Ages is the one which has let writers, composers, set designers and costume designers imagination run riot. Especially, even today, this historical period is still a hit in many TV series (Game of Thrones, 2011; Vikings, 2013). The Middle Ages - fantastic or not - has also fascinated Politics: it represents the moment in which the Nation finds its unity against an external danger (King Henry the Fifth by L. Olivier, 1944) and it is also a tool useful in order to commemorate the great historical events of a Nation (Braveheart by M. Gibson, 1995). Whatever the purpose of staging this particular historical period, the focus falls on an essential element: clothing. Throughout the 19th Century and the 20th Century, the medieval costume was actually an invention made by costume designers; it was created by a mixture of many elements like Theater (Opera), Fashion and neo-medieval revival in Literature (N. Cantor, Inventing the Middle Ages, 1993). Costume designers together with archaeologists have reproduced patterns according to what they thought to be "medieval"; in doing that they have shaped also our modern "idea" of Middle Ages. Today, the knowledge we have about the medieval clothing is enough to recreate a dress (E. Ostergaard, Woven into the Earth: Textile finds in Norse Greenland, 2004). Furthermore, due to the grow of interest in historical re-enactments, today historians and costume designers have the opportunity for studying even more in depth this topic (R. Schneider, Theatre & History, 2014) In this paper I will show a case study in which clothing is of extremely importance: the Palio of Legnano. I will explain the evolution of costumes from 20th Century until now and I will make a comparison with the movie Barbarossa by R. Martinelli (2009).

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# The Pervert's Guide to Design

**Osman Sisman**, Lecturer in Anadolu University, Turkey.

## Abstract

Many concepts and buzzwords in popular design terminology - either academic, professional or commonsense – are used in such a way that a complex network of power/knowledge relationships apply, and such process results in a shallow layer of signification and discussion in the designerly jargon, i.e. “myths” in Barthesian terms. Invitation of critical scrutiny and “awry look” from the realm of humanities, i.e. philosophy, sociology, anthropology, etc. would enrich and deepen the understanding of design theories and practice. This paper includes the critical treatment of such design buzzwords such as “designer”, “user”, “sustainability”, and “participation”; and aims at a joyful demythification of the current uses of the concepts.

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# Sosyal Hizmet Uygulamalarında Sanatın Önemi

**Ergün Hasgöl**, Kastamonu University, Turkey.

## Abstract

Bu çalışmada sanatın sosyal hizmet uygulamasındaki önemine değinilmiştir. Sosyal hizmet insana hizmet veren diğer disiplinler gibi insanların değışen topluma adapte olabilmeleri için iyilik hallerinin gelişmesini ve devamını sağlamak amacıyla hizmet veren bir yardım mesleğidir. Sanatın rehabilite edici özelliğı düşünöldüğünde sosyal hizmet uzmanları sanatın yaşantıyı düzenleme aracı, grup bağlarını geliştirici ve yaratıcı problem çözme sürecini harekete geçirici özelliklerini kullanabilmelidirler. Sosyal hizmet uzmanları sosyal hizmet uygulamasının mikro, mezzo ve makro düzeylerinde sanatın gücüne yer verebilmeli, sanatı yardım ilişkisinde bir müdahale tekniğı olarak kullanabilmelidirler. Bu çalışmanın amacı sanat ve bir meslek olarak sanat terapisinin sosyal hizmet uygulamasında nasıl kullanıldığını aktarmak, yani “sanatın ve sanat terapisinin sosyal hizmet uygulamasındaki yeri nedir” sorusuna cevap aramaktır.

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# The Essential Role Of "Caring" For Relevant Change In A Turkish Preservice Studio Art Course

İsmail Özgür Soğancı, Anadolu University, Turkey.

## Abstract

This study is part of a broader action research project that narrates a one-year qualitative study conducted in order to improve studio art instruction in a preservice art education programme in Turkey. Intending to determine the relevant problems through interpretation of conversations, anecdotes, essays and observations of third-year BA students, the instructional atmosphere was rearranged with respect to major concepts deduced in the conversational interviews. The principal results illustrate the concrete examples of seven areas of change in the physical, instructional, and social atmosphere of the studio art setting: Design of the studio, willing participation, guidance on demand, collegial environment, inclusive curriculum, language, social media and music, and casual interaction. The final emphasis is on a discussion based on the essential role of 'caring' in the processes of forming relevant change in studio art teaching for art education professionals.

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# Led Aydınlatma Tasarımının Görsel Sanata Etkisi

**Samet Koyuncu**, Kastamonu University, Turkey.

## Abstract

LED, İngilizcede Light Emitting Diode kelimelerinin baş harflerinin bir araya gelmiş halidir ve ışık yayan diyot anlamına gelir. LED aydınlatma uygulamaları, görsel sanatın ön plana çıktığı aydınlatma tasarımlarının vazgeçilmez bir parçası hâline gelmektedir. Birden fazla renk seçenekleri ile aydınlatma uygulamalarında önemli yer edinmiş LED'lerin, uzun ömürlü, dayanıklı ve verimlerinin yüksek olması dikkat çekicidir. Bundan dolayıdır ki, tasarımcılara iç ve dış mekân aydınlatmalarında, yaratıcı fikirlerini kolayca gerçekleştirebilme olanağı sağlamaktadır. Alışveriş merkezleri, mağazalar, oteller, iş merkezleri, plazalar ve konferans salonları gibi alanlarda LED aydınlatma uygulamaları mevcuttur. Ayrıca tarihi eser yapıları, sanat galerileri, müze gibi görselliğin ön plana çıktığı mekânlarda, LED aydınlatma uygulaması, standart aydınlatma uygulamalarına göre daha çok tercih edilmektedir. LED aydınlatmalar, aynı zamanda UV ve IR ışık ihtiva etmedikleri için aydınlatma alanında bulunan nesnelere zarar vermezler. Bu yüzden, görsel zenginliği olan aydınlatma tasarımlarında ideal bir çözüm haline gelmektedir. Bu çalışmada; iç ve dış mekân aydınlatmalarında kullanılacak LED'lerin, diğer aydınlatma aygıtlarına göre verimlerinin yüksekliği ve görsel sanatlar üzerindeki etkileri incelenmiştir.

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# Performance Measurement And Evaluation In Design Education: Product Dimension

**Esra Varol**, Anadolu University, Turkey.

## Abstract

One of the important dimensions of measurement and evaluation in design education is the product. According to various criteria, the products designed by the students are measured by the faculty using the jury approach, the traditional performance measurement and evaluation method in design education, and the student success is decided upon. The most important criterion in measuring and evaluating of student success in design education is the product's creativity. In addition to creativity, different criteria like functionality, originality, appropriateness to the target audience and aesthetics are also taken into account. The purpose of this study is to identify the criteria the Fashion Design and Industrial Design faculty uses in a product's performance measurement during the programs' last year studio courses and to discuss the criteria and definitions in both of these design fields and to examine the process followed to decide upon a student's success. The study sample is composed of faculty members from the Fashion Design and Industrial Design departments of Anadolu University. Qualitative research was employed in the study. For data collection, interviews were conducted with the faculty. The study findings were obtained through the descriptive analysis of the interview data. Creativity was found to be the main criterion in the performance measurement of a product in both design fields.

Key Words: Design, Design Education, Performance Measurement, Product, Fashion Design, Industrial Design

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# The Effect Of Romantic Period Music On Completing Stories

Emine Kivanç Öztuğ, Seçil Besim, Near East University.

## Abstract

Romanticism, first of all, is defined as the opening concept of "I" term. It is the connection to the reality of searching unreal things, power of imagination and fantasy made things with an instinctive and secretive style. Based on this definition, in the study, it was aimed to reveal the effect of music tone on the self expression of the individuals who participated the study, by using creative writing techniques to complete a story. Research is a qualitative study. It is an integrated multi-case study which is one of the case studies. The important thing in multi-case studies is collecting data about the same dimensions and looking at the same things like in the experimental studies. In such studies, it is important that researcher starts from a single point and has a standard data collection tool for the field and collects data which can be compared among fields. The study group is the third grade students studying in Preschool Teaching department in the spring semester 2015-2016. A semi-structured story whose ending is planned to complete by the subjects, is used as a data collection tool. The study will be performed in three groups. The first group will complete the story without music, the second group will after listening to a Major work from the Romantic period and the third group will complete the story after listening to a Minor work from Romantic Period while collecting data.

Keywords: Romantic Period in music, Story Completion, Preschool Education, Creativity

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# The Place Of E-Trade In The Globalized World And In The Behavior Of University Students When Purchasing Clothes

**Nilay Ertürk**, Anadolu University, Turkey.

**Esra Varol**, Anadolu University, Turkey.

## Abstract

Electronic trade which is a form of integration of the improvements in trade and information-communication instruments transforms the consumers' shopping behaviors. Consumers can purchase products on the internet, and can follow the fashion trends and style recommendations over mobile phones and social media. E-trade has both positive and negative aspects on purchasing goods. The aim of this research is to determine the e-trade preferences of university students when purchasing clothes, their benefiting from its positive aspects and behavior when purchasing clothes and the negative situations they come across with when using e-trade by considering the place of e-trade in the globalized world. The research is made in Eskisehir Anadolu University which is one of the greatest universities of Turkey. In collecting research data, a literature analysis and a survey comprising questions devoted to the aim of the research have been used. There are 302 students in the research sample. The research findings have been introduced under the relevant titles and in direction with statistical analyses. Electronic trade which is a form of integration of the improvements in trade and information-communication instruments transforms the consumers' shopping behaviors. Consumers can purchase products on the internet, and can follow the fashion trends and style recommendations over mobile phones and social media. E-trade has both positive and negative aspects on purchasing goods. As positive aspects examples could be given such as being able to do shopping everywhere and all the time, reaching global product range, comparing products and purchasing at a lower price and reaching the products in a less costly way. As for the negative impacts, examples could be given such as not being able to touch or try the product, security problems in making payments or using credit cards, having problems in returning or changing the product, problems caused by the distribution channels and technical problems arising from the internet site. The aim of this research is to determine the e-trade preferences of university students when purchasing clothes, their benefiting from its positive aspects and behavior when purchasing clothes and the negative situations they come across with when using e-trade by considering the place of e-trade in the globalized world. The research is made in Eskisehir Anadolu University which is one of the greatest universities of Turkey. In collecting research data, a literature analysis and a survey comprising questions devoted to the aim of the research have been used. There are 302 students in the research sample. The research findings have been introduced under the relevant titles and in direction with statistical analyses.

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# Color Preferences Of Pre-School Children

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## Abstract

In this study, the color preferences of pre-school children have been researched. For this purpose, the biggest State Pre-school located in Kırıkkale city has been selected as the subject of the study. A total of 105 students aged 4-6 from this school have each been interviewed face to face. 51 of the interviewed students were male and 54 were female. According to the results of the study, the most preferred color by the male students has been red and pink by the female students. Green has been determined to be the least preferred color by the female students, whereas purple has been least preferred by the male students. When the common preferences were taken into consideration, purple and black have been observed to be the least preferred colors.

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# Interpretation Of Art And Design Within The Context Of Fashion And Space

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## Abstract

Even though fashion and architecture seem to be two different concepts, they have been an inseparable-integral part of each other for down the ages. When people needed for shelters, they needed to cover their bodies at the same time. Social events happening for centuries, sociological and psychological situations have profoundly affected places as well as fashion. While this case provides an interdisciplinary communication, it has also displayed architects that are influenced by developments in fashion; and fashion designers that are influenced by architectural structures. For instance, Zaha Hadid, a star architect, designed her own clothes and shoes in harmony with buildings she designed while, on the other hand, the famous fashion designer, Hüseyin Çağlayan did not merely design his clothes and costumes but he also integrated them with the environment. In his immigration-themed work, he introduces us with a wearable and movable architectural place through converting seats into suitcases, tables to skirts. In that sense, fashion and indoor concepts within fashion's and architecture's affinity to each other will be discussed. During 2015-2016 spring educational year, 3<sup>rd</sup> grade (junior) students from the Department of Interior Architecture and Environmental Design, Faculty of Fine Arts, Selcuk University, were asked to make a costume design that are in the same place and belongs to the same period with research subjects selected from architectural, interior movements in History of Modern Interior Architecture lesson. Study process continued with the instructor and a fashion designer. Data gained from elements of the place for 15 weeks were later transferred into costumes with different drawings and collage techniques. Abstraction and stylization methods were used in the study. As a result, with the data gained from the studies conducted, reflection of the connection between fashion and architecture on indoors, conjunction of different disciplines and perspectives of the students improved. The study serves as a model in the field.

Key Words: Fashion, Space, Design, Art, Education.

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# Ethics And Unrepresented In Contemporary Esthetical Paradigms

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## Abstract

It is not a new question whether art is an ontological field or an ethic value field. But when this question is opened a bit, it is understood that it is closely related with several parameters such as what art and artist do and don't represent, ethics and readability of representation. Especially whole art history made art works, artists and style of eras dependable on how to read what they represent and/or represented. All this representation character in some instance requires the implemented relation of art with reality and meaning to be dealt both formal and ethic value. On the other hand, all quantitative, qualitative and esthetic integration, at the same time, is closely related with what it does not or avoids represent. This relation of artistic representation can mainly be searched in both socio cultural issues and specific position of artist within these dynamics.

In this study, modern esthetics which is purely ontological and autonomous field with elitist behavior is criticized; an essay containing contemporary discussions is done on new paradigms and their representation formats which developed a new esthetics on what they don't represent through ethical value within the frame of historic dynamics.

Key Words: Contemporary Esthetics, Ethical Value, Unrepresented

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# Understanding of User Evaluations on Fun Products

Saadet Akbay Yenigül, Çankaya University, Turkey.

## Abstract

The fields of human-computer interaction (HCI) and interaction design are increasingly dealing with the issues of fun, enjoyment and pleasure throughout the last two decades. The concept of fun becomes a concern in the development of usability of a product. Fun is an attribute considered to be an emotional aspect of interaction of a product. The evaluations and interpretations of fun on products are, therefore, subjective and personal which is peculiar to a user. A study, hence, was conducted to explore the term fun in everyday experience products. The aim is to understand what features and characteristics of a product make it fun and enjoyable to use. A total of twenty-nine users participated in the study. Each participant was interviewed individually in order for his/her personal attributes, interpretations and evaluations of fun to be elicited from a pool of thirty-two products. The participants' response to open-ended questions were qualitatively analysed by the use of content analysis procedure. The collected data was then grouped under four main categories which are *visual aspect*, *functionality*, *usability*, and *contextual aspect*. The findings of the study show that visual aspect of a product is the most concerned feature, followed by contextual aspect, functionality and usability, when evaluating fun in everyday experience products.

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# Kocaeli “Karamürsel Boşnakları” Örneğinde Kent Kültüründe Teferiç Şenliklerinin Yeri

**Gulsen Goksel Erdal**, Kocaeli University ,Turkey.

## Abstract

Çalışmanın Amacı:

Göçle gelen kültürel kimlikler bağlamında Karamürsel Boşnaklarının Teferiç Şenliklerinin müzikal kimlikler açısından incelenmesi ve kültürlerarasılığın örneği olarak ele alınmasıdır.

Metod:

Bu çalışma da alan araştırmasından yola çıkılarak betimsel bir çalışma yapılacak olup, geçmişten gelen teferiç geleneğinin göçle Karamürsel ilçesine yerleşen Boşnak göçmenlerin yaşantılarındaki yerine ilişkin mevcut durum tespiti yapılacak ve kentteki müzikal kimlik açısından etkileri irdelenecektir.

Bulgular ve Sonuç:

Kentlerin kültürel kimliklerinin oluşumunda pek çok faktör rol oynar. Bu faktörlerden en başta geleni ise göç olgusuyla o coğrafyaya gelen yeni grupların kültürleridir. Müzikte o kültürlerin içinde yer alan önemli bir unsurdur. Müzik kültürü yaşanan coğrafyaya katkıda bulunup çeşitlilik sağlar. Karamürsel Boşnaklarının geleneksel olarak gerçekleştirdikleri Teferiç şenlikleri Karamürsel ilçesinde kent kimliğinde tüm yaşayan halkın da katılımıyla genel bir kültürel etkinlik haline almıştır. Bu durum, müziğin önemli bir faktör olduğu teferiç şenliklerinin gelenekselleşerek genel bir kültürel yaşantının hem Boşnaklar hem de yörede yaşayan diğer kültürel topluluklar için birliktelik ve ortak yaşantı sunduğunu göstermektedir. Göçle gelen yeni kültürel yaşantının elementlerinin zaman içinde yeni coğrafyanın yaşantısına adaptasyonu sonucunda oluşan ve tanınan kültürel yaşantılara örnek olabilecek teferiç şenlikleri toplumsal kaynaşmaya da örnek teşkil etmektedir.

Tartışma ve Öneriler:

Kocaeli Bölgesi geçmişte ve günümüzde gerek coğrafi konumu, gerekse ticari hareketliliği nedeniyle göç alan bir konumdadır. Göçle oluşan yeni kültürel yapılanmalar gelen toplulukların yeni coğrafyaya entegrasyonunu içerdiğinden kültürler arasılık açısından ele alınmalıdır. Bu bağlamda müzik kitleleri birleştirici özelliğiyle festivallerin kültürel yaşantıların önemli sembollerinden olduğu göz ardı edilmemelidir. Bir arada yaşayan kültürlerin diğer kültürel yaşantılarının da o topluluklara ait geçiş dönemleri açısından da incelenmesi kültürler arasılık açısından karşılıklı anlayış ve hoşgörüyü beraberinde getirecektir.

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# A Pedagogical Analysis Of Ulvi Cemal Erkin’s Impressions “Duyuşlar”

Nuri Yavuz, Uludag University, Turkey.

## Abstract

### INTRODUCTION

In today art, a period that traditional approaches are questioned by the effects of interdisciplinatory approaches, and in which many different stylistic features can be seen is being lived. No doubt, roles of new-found materials and techniques are important on such an environment being experienced. New materials, besides presenting its aesthetic forms without doubt, it provides an opportunity for the artist to create a style.

### PURPOSE

In particular, whether using materials such as plexiglass, forex (dekota) as an alternative for surface in painting art or not, and detecting the new opportunities that it will offer is the aim of this research.

### PROBLEM

That almost every issue and material are seen as a production environment in the contemporary art; however, their not being issued enough in academic studies is the problem of this research.

### METHOD AND LIMITATION

This research was completed with stages of both screening theoretical knowledge on the subject , and analysis of the practises and the results.

### FINDINGS

As a result of the researches and applications, it was shown that forex (forex / dekota / pvc foam board) commonly used in graphic desing and advertising industry can be used as an alternative surface element besides traditional canvas painting. There is no doubt that being durable and convenient of forex to create texture effect has impacts in this orientation. Scraping on Forex, sculpting and creating a relief texture is obtained more easily than the canvas surface.

### RESULT

In this study, scraping literature screening on forex and in the light of the practises we have done showed that it can be used as a new iconography method.

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# The Haptic and Visual Considerations of the Public Spaces: Otto Herbert Hajek's Proposal for Hergelen Square in

Emre Demirel, Hacettepe University Turkey.

## Abstract

This paper considers the German sculptor Otto Herbert Hajek's (1927-2005) incompleated work at one of the oldest public spaces in Ankara, named Hergelen Meydanı (Hergelen Square), and the latest architectural interferences which caused the deterioration of this historic site.

This Herbert's site work addresses an important question about the public squares; whether they should be taken into account in haptic or optical aspect. When we examine the ancient Turkish literature, we can see that the conceptualization of space lays on a mythological belief that envisions the pace as the intersection of four cardinal directions. Intersection of these four directions can also be interpreted as the meeting of people coming from different nations. Pre-historic Turkish culture does not emphasize on objectivity but instead spatiality of space. Accordingly, the primary concern of architecture is not much to construct a building-like object to be seen or the outer appearance of building objects, but rather construct a ground (a setting) which facilitates social interactions. This approach prioritizes haptic – experiential and social qualities of the public spaces rather than the optical – pictorial and stylistic ones.

According to Alois Riegl, Austrian art historian (1858-1905), the term "haptic" originates from 'hapterin', which means "to fasten", but the word is also connected with "to touch". However, this does not point to a literal "touching" in its verbal meaning, it rather refers to anything that touches our emotions, and thus, appeals to have sentimental contact with it. Within this context, "habitation" or "dwelling" happens when the built environment offers itself not merely to visual contacts but to emotional experiences. As Martin Heidegger noted (1889-1976), this also encourages the social involvements. However with the current trend in Turkey, the public spaces have been overly constructed, visualized and objectified; they are materialized as a display object for incidental attentions but not for the habitations.

On this account, this paper explores Hajek's architectural and sculpture work at Hergelen square in Ulus, Ankara which exemplifies a haptic approach to the design of public squares.

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# Histories of Dolmuş As a Very Personalized Aspect of a Mass Transportation Vehicle

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## Abstract

This paper aims at reflecting an oral history of dolmuş in Turkey by studying online blogs between the years 2009-2014. After reviewing brief written history of dolmuş and its necessity in the public transportation system of cities, I will mention the communication elements used on it. Differentiated from regular mass transportation vehicles, the potential of the personalized place in dolmuş will be discussed with the concepts of outsider culture, poetic oral literature and musical taste of drivers. Moreover, dolmuş incorporate different user experiences, semi-public and semi-personal places as it is open to be changed by both driver and user. Through the narratives written on blogs, I will capture people's experiences on how a standardized industrial product can change its meanings by the usage and the attachments on it. To enrich the subjective side of the oral history, changing faces of dolmuş will be reflected in relation with the drivers' inner world and tastes. The contribution of this paper to design history will be discussed in the conclusion through the emphasis on the differentiation of a product by cultural and individual touches.

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# A Research About Reproduction Of Tales And Myths In Photography

Fulya Betes, Istanbul Gelisim University, Turkey.

## Abstract

Post-modernism means “after- modernism” which from the second half of the 20th century appears as a reaction to the negativeness that occurred in modernism. Rapid developments and changes on social, political and technological fields in the late 19th century caused individualization and an alienation of the society. The artists of this era, who revolted against this situation, sought their own reality and new ways of seeing, thus producing works in this direction. In postmodernism different branches in art have started to nourish each other, becoming more interlaced with a plural approach. Thus, we witness the occurrence of a multi-perspective approach in the meaning and expression of artwork. As also stated by Umberto Eco features of a text as an 'open work off art' become prominent as all art forms progress interacting with each other. There is no pure discourse and unique work (of art) in postmodernism. The art tends to create a new product via quoting from previous artworks. Intertextuality and reproduction technique is often used in post-modern art. Like other art genres, photography too progresses receiving nourishment from different art forms. Photographers-artists use literature forms such as tales and myths via imagery and reinterpretation, alongside other art disciplines as painting and cinema. Reproduction approach in photography has fed postmodernism with a regressive touch that challenges audiences, calling for dynamism. This paper targets to point out the importance of myths and tales in the development and formation of conceptual photography, which took place during the half of last century. In addition it also aims to analyze reproduction of tales and myths in photography to address today’s sociological and psychological issues.

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# **Bir Sanayi Kenti Olarak Kocaeli İli Müzik Etkinlikleri İçinde, Türk Halk Müziği Koroları Katılımcı Profillerinin Bazı Parametreler Açısından İncelenmesi**

**Kenan Serhat İnce**, Kocaeli University, Turkey.

**Abstract**

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# Good And Bad Representations Of Places In Dystopian Films

**Merve Gerçek**, Karadeniz Technical University, Turkey.

## Abstract

The phenomenon called future offers a wide variety to designers about exploration and production with their negative or positive imaginations. In a World of discovery where imagination is more important than anything spaces are alive with cinema. Designed and visualized spaces has also begun to attract attention with the increase in audience share of science fiction films.

Dystopia is defined as the opposite and more realistic fiction of a bright future utopia. This concept is often treated to the movie industry by moving from books. Dystopic science fiction films, which is a remarkable sub-genre of science fiction films can offer different perspectives in the visualization of the future. Dystopian films are transferred to the audience mostly representing good and evil with characters and spaces. In this case, the spaces of these two concepts according to the film's philosophy is to ensure that the best way to detect the full design.

Therefore, the aim of this study was to examine dystopian sci-fi films of good over evil and represent the interiors and analyze which represented using it to try to get the properties of these spaces. Thus, the analysis of the information provided about the plot of the spaces and observation of space is intended to take the role as an actor. In this context, the Hunger Games movie series were selected for study and interior spaces designed in this series will be analyzed in terms of visual features.

Keywords: interior design, cinema, dystopia, representations

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# Alternative Approaches To Conception Of Space In Art

**İbrahim Halil Özkirişçi**, Hacettepe University, Turkey.

## Abstract

In this article, with the start of ontological roots of space notion and what it represent for visual arts through different point of views or the reflections of this perceptible/imperceptible equivalence by alternative approaches is tried to be examined. The passive supernovas in human perceptions that are created by this notion which has been thought as beyond absence since pre historical era is tried to be touched upon. Being derivatized from the root of the word “perceive”, perception, which comes from so intricate ways that cannot be easily resolved with a single algorithm, is a process of being shaped by various dynamics while transferring the messages of the objective world to the receiver. Because of its being idiosyncratic and shorten as maximum “individualism” but a paradigm galaxy in which tiny cultural cosmoses, the perception process, which is an ongoing process about the entries, has given rise to thought to its competent approach about reidentifying the limits of the sensibility during identification or the identification itself.

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# The Analyzing Of The Capital City Of Turkey's From Past To Present City-Branding Identities

**Jessica McKIE SAHIN**, Hacettepe University.

## Abstract

It is not possible to think the city is an only a geographic border in this era. We need to bring the city in the foreground and convert into as a "living together space", make cityfolks conscious of city and for making come alive, need to render a "contribute" conscious. The conception of city identity, can be described as explaining and placing value group by cityfolks. The conception of brand, is thought useful to research city identity works and used frequently. Getting the target to accept and refer brand which are basic dynamics of branding can be practicable for the creation of the city identity concept and this brings the fact of socio-cultural developing of population. When we take into consideration the permanent interaction between the city and the cityfolks, it is important that the reaction of the capital city's from past to present city identities and the own brand-city identity's on the population. When the founder of the Turkish Republic Ataturk had named Ankara as capital city, he attributed the meanings to cityfolks as same as the city. It has been told that he started to branding works beginning from early years of republic. This shows us that Ataturk was well aware the city identity's influence to cityfolks even in 1900's. The ever-changing city identity of Ankara and the branding works which changing as interactive with the city identity are the main subject of the research. In this survey, the Capital Ankara's city identity is analyzing on historical process and the scope of brand-city works research is between the early years of Turkish Republic and the present.

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# Colour Preferences Of Regina University Department Of Art Students In The Creation Of Artwork

**Meral Per Dabancalı**, Abant İzzet Baysal University.

## Abstract

In present study colour preferences of students in Regina University, Faculty of Education Department of Art Education Visual Arts Department in their artworks and the factors affecting their preferences has been explored. A questionnaire has been directed to a total of 14 volunteering students to determine the factors affecting their colour preferences in their artworks. Qualitative data obtained from the research have been analyzed via content analysis technique.

According to the findings of present research colour preferences of students in their artworks are determined by the mood and emotional state of students. Students have set a connection between the psychological effects of the colours they preferred in their artworks and their own personal traits. This connection in effect leads them to focus more intensely on particular colours while also lead them to avoid particular colours in their artworks. It has also been identified that in their colour preferences the theme of the artwork, season and requirements of the course are the other effective factors.

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# Investigation on Transformation of Advertising Strategies and Ads According to Cultural Values From a Semiotic

Deniz Taluğ,

## Abstract

Although the word globalization gives the impression that the world is a unified whole, the regions with serious cultural differences from country to country in the world would not be ignored. To say that there is a homogeneous world culture in today's conditions will not be very accurate. In this context, successful strategies in one country may not be successful in another country, because cultural characteristics of the target audience in the process of creating marketing communications strategies also play a decisive role.

Cultural differences are especially more important for brands placing international ads. Because cultural differences can shape, format and constrain the perceived meaning of phenomenon, object or symbol. For example, white color it is known to be associated with death in Asia whereas in Europe it is associated with health and cleanliness. Therefore, the success of the ad is dependent on organising the appropriate message to the country where the ad will be published.

Global advertising concept, which gained importance with the globalization, loses the distinction of being the current ad types for businesses operating in the international arena today. Although ads thought global and general the messages given, it can vary from country to country and some of the differences in understanding may occur (Elden, 2005). As a result, advertising has entered the glocal concept into advertising types. Globalisation is derived from a combination of words, global (global) and local (local). This text examines globalization, cultural concepts, global and local advertising expression. Then explains the phenomenon on the Coca-Cola brand, offers to be transformed according to the cultural value of the advertising strategy.

Keywords: Culture, Advertising, Strategy, Global, Local, and Glocal.

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# Contemporary Art As Tool For Reinterpretation Of Museum Exposition

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## Abstract

This study presents theoretical grounds and expert evaluation of one model of reinterpretation of museum exposition. This model was created on the base of work of contemporary art and realized in National Military Museum during exposition dedicated to World War II. The implementation of specific activity is facilitated by 4 students - 1 in the third and 3 in the fourth year of the Faculty of Education who participated voluntarily in the project. The expert assessment of the design of the program is carried out by 8 museum professionals from the Military Museum. The recommendations from experts and data from the program implementation allow to outline some specific recommendations regarding the use of contemporary art as a catalyst for the reinterpretation of museum exposition.

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# An Analysis Of Icons That Are Used in Mobile Applications Designed for Children

**Ertan Toy**, Istanbul Medeniyet University.

**Mehmet Emin Kahraman**, Istanbul Medeniyet University.

## Abstract

Child-computer interaction term has becoming more popular day by day, since tablet computers began to be used in schools and children's education. To create user friendly education materials for them, a child-centered design approach should be adopted by mobile application developers and designers. Recent user interface design guidelines for mobile applications are suitable for adults, but not for children who need a special attention because of their physical and mental development. Therefore, graphical user interface design elements of the mobile applications for children should be chosen wisely, when their capabilities taken into account to provide them user-friendly applications. Especially, icons that are quite important elements of the user interface designs. They should be neither too complex nor too abstract in order to make the children understand actions that are represented by the icons. The purpose of this study is to investigate the graphical interfaces of mobile applications designed for children aged 9-11 years old in terms of their icon usages and to find out which type of icons are suitable for the children. During the research process some of the mobile applications have been analyzed and inappropriate usages of icons have been acquired. In conclusion, we revealed the unsuitable icons, that may cause interaction problems for the children, and proposed which type of icons can be used to provide the children user-friendly graphical user interfaces.

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# Investigation of the change in urban identity via differentiation of dwelling: Konya

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## Abstract

When the development process of cities is examined, it is seen that life and thought are reflected on the space. Dwelling and residential areas as dominant development elements of cities are physical formations providing information about city and citizen identity. Investigation of these formations contains information about the change of cities and enables us to understand the DNA of cities. In this study, Konya city where is located in the center of Anatolia (Turkey) and has historical value and identity is examined in the context of change in dwelling and residential areas. The analysis of Konya city is restricted in the 20<sup>th</sup> Century. The morphological changes lived in Konya city were analyzed via the samples of i.Traditional dwelling texture, ii. The process of building apartment houses, iii. high-rise apartment blocks and iv. Gated communities. The analyses are discussed in the scope of two titles such as change of the dwelling and change of the urban texture. As a result, it can be said that, dwelling and residential textures of today do not bear the stamp of traditional and unique ones from the aspect of urban values, the unique ones are deteriorated and the practices in every city are similar. As a result, with its traditional and original of today's dwelling and dwelling textures don't involve traces with regard to urban values, similar practices observed in each city with being the original degenerate was concludez

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# Chora, Architecture and Design

Önder Çelik,

## Abstract

This paper takes up the Platonic question of the third kind, chora. While the question of chora raises in Plato's Timaeus dialogue, it becomes, for Plato, obscure and difficult to define it. My interpretation is the question of chora, here, becomes an aporetic. At this point, I want to make a contribution to any criticism by showing the potential of this question. Especially, reading chora as space which I find it very important for architectural design and criticism, today, should lead us to create at least a new image of thought and new ideas for building more free and ethical world. The chora as a between here should be followed with the method of Foucauldian archeology. Thus I hope to find the traces of this concept of chora in the history. And additionally I will try to make some analogies with the Plato's ancient time and our contemporary world to give some likeness about the concept of chora.

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# Music And Education Mediators In Intercultural Communication In The Context Of Our National Curriculum

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**Daniela Koceva**, Faculty of Educational Sciences, University Macedonia.

## Abstract

One of the issues of intercultural communication is how to encourage and develop intercultural awareness. Numerous discussions, investigations, hearings and activities have not solved the dilemmas. The complexity of the issue is the product of more facts. Education as part of the social life and an expression of the cultural development of a community is one of the instruments for the development of intercultural awareness. And the music is a strong mediator in intercultural communication. The power of music comes from the fact that the language that serves the music is understood by all. From here the paper of interest is the role of music in intercultural communication. The research uses a method of theoretical analysis of the curriculum in music education in basic liberal arts and music schools. The analysis of the survey data show that music is the best and most successful mediator in intercultural communication. Through music content provided in the curriculum not only enhancing intercultural awareness, but develops to the point of overcoming stereotypes and prejudices concerning the different cultures and develop awareness of his own musical expression and individuality.

Keywords: synergistic approach, education, music, communication and culture

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# An Investigation For Visualisation Methods and Areas of

Güllü Yakar, Necmettin Erbakan University.

## Abstract

Visualisation practises aims to create intuitive solutions throughout the transforming process from complex data to meaningful information. Structure of data, displayer media and expected impact on audience factors are important at choosing the method. Describing the data visualisation methods with images, their usage areas and specifications is the purpose of this study. In accordance with this purposes, visualisation examples are reviewed and categorised. There are about ten basic categories which will be presented in the research. They mainly depends to static quantitative data visualisation because of the common usage methods in daily life has been constituted with this type. While professional fields use these practises in scientific studies, statistical findings and market researches; printed or audiovisual media give places at election results, developments about country and world's agenda, weather forecasts. As such a notation can create articulable effects on audience. Recent five year's examples about local or global developments were collected from web sites and that documentary research contributed to the "sources of evidence" part.

Key words: Data, visualisation, graphic, infographic.

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# The Morphological Change of Campuses as Urban Spaces: Selcuk University Aleaddin Keykubat Campus Sample

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**Esra Yıldız**, Necmettin Erbakan University.

## Abstract

City as a dynamic phenomenon including cultural, social and economical dimensions, where people live together, changes consistently and the directly seen morphological changes are research issues for architects and urban planners. Campus settlements, which have been planned as a little model of a city since early 20<sup>th</sup> century, change and develop in time like a city. Functional change, increase in the number of students and staff, improvements in science and technology, new building requirements, change in the transportation network in and out of the campus are the factors affecting the morphological changes observed in campuses, which includes the physical formations fulfilling functions required for today's education system like studying, shopping, recreation, sports, health, etc. other than its basic functions such as education and research. In this study Selcuk University Aleaddin Keykubat Campus is handled and it is aimed to investigate the morphological change under the titles of constructing new buildings, applying new facade styles, effects of the change in transportation network on pedestrian – vehicle – mass transport arrangement. In this sense the changes in the campuses, factors affecting these changes and the effects of these changes on the organizational structure of the campus are investigated and these facts are evaluated upon the sample area. As a result, it is determined that the campus could not have a spatial identity along the change process, the distinction of pedestrian and vehicle could not be realized properly and the campus has no longer been a pedestrian campus as a result of the change and growth.

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# Reading the change of urban identity: Konya - Mevlana Street

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## Abstract

Architectural works play an important role in the formation of urban memory in city space and the perception of original city identity. While cities, which change and regenerate constantly, lose their readabilities in the process, new formations and changes occur especially in historical city centers. Konya is one of the cities that lived this change and regeneration process. Konya has hosted many different civilizations and today the city has a multi-layered structure where the historical city center and old city fabric with works of architecture belonged to different periods and new formations stand together.

In the study, the Mevlana Street reaching from Alaeddin Hill to historical city center and the buildings with contributions to urban identity along this street are handled. The specialty of this street is that it existed with changes from 13<sup>th</sup> century to present and stayed alive in the scale of each period's quality. From past to present the buildings affected the identification of the street in question are defined considering their architectural characteristics and the qualities of the periods they were built in chronological order. Mevlana Street displays an architectural collage reflecting the historical process of Konya. The aim of this study is to investigate the works of architecture built in different periods along this street with their characteristics which make them different from others and integrate value to city, and to expose their spatial contributions to the city.

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# Present Day Artists' Multicultural, Hybrid Identity

Refa Emrali, Hacettepe University, Fine Arts Faculty.

## Abstract

Abstract: The definition of work of art and the style of producing art have changed after Modernism. Artists today, no longer being nourished by their own cultures alone, neither being accepted as 'genius' in definition with superior talents, take part in the new world with their multiple-identities. Art; exceeding borders of nation-state cycles, is being moved away from its indigenous values and authentic innocence to a globalized, monopolized world. Particularly, the cold war coming to end in the 1980's the breaking down of Berlin Wall in 1989, opening of national borders, and globalism which feed on electronic correspondance, are giving a new form to the contemporary world. And all of these creating new models of artists with legitimated hybridity in art. The problem is not the identity itself, but how it is being represented. That is because, the allegation of emergence from one's own culture and identity, brings along the risk of ghettoization with it. The hybrid identities we are confronting are political strategies which destroy stereotypes such as; race, gender, ethnic origin and traditional ways of thinking. The number of models of artists, squeezing a variety of cultures into their lives, residing in many geographies and maintaining their production in several countries, are nowadays increasing rapidly. The art world, having lost its center, spreading it away from the West; after discovering artists from, South America, Asia and transferring them to globalized world, is also carrying a problem of standardization and simulate within itself. The comfort of travelling around the world can be an advantage for an artist, yet rootlessness and insecurity of nomadic life return as disadvantage.

Key words: Multicultural, hybrid identity, contemporary art

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# The Views of Prospective Preschool Teachers on Museum and Museum Education Course

Ceren Karadeniz,

## Abstract

The Views of Prospective Preschool Teachers on Museum and Museum Education Course Zekiye ıldır , Ceren Karadeniz Abstract It is the obvious indicator that the perception on museums and museum habits in society change periodically because of the increase on social functions of the museums. Museums are not only the exhibition areas where are the houses of the works of art, scientific materials, historical artifacts and ethnographic material and so on. Apart from the exhibition area they are often perceive in the context of their contemporary features. Last years there are several changes and the diversity in the functions of the museums are observed and these institutions in order to keep pace with the rapid changes in contemporary museology. For this purpose museums use technological infrastructures, develop the interactions and relationships with the visitors. In many countries it is made appropriate arrangements to contemporary museology. Education is the priority fuction of the museums according to contemporary museology approach. Museums of the 21st century have actively been operated in culture education as an alternative leisure-time activity in which educational function is foregrounded; integration with community is achieved; demands of modern age are prioritized in tandem with a selection of preservation, restoration and exhibition operations to offer educational activities. Thus, museumsare frequently used in teachers training process which is based on the constructivist approach to develop the ability for using the museums as out of school learning environments. This study aims to indicate the views of Ankara University School of Education prospective preschool teachers views on museum and museum education course. Research is designed in descriptive survey model. Study includes 21 male, 41 female students who participated the museum education course in 2014-2015 and 2015-2016 Academic Years. 47 of participants are from 2015-2016 Academic Year and 15 of 2014-2015 Academic Years.

Keywords: Museum, museum perception, museum education, prospective preschool teachers.

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# Change Analysis Of Dresses In Ten Years : Gucci Example

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**Gülşad Altinküpe**, Anadolu University.

**Esra Varol**, Anadolu University.

## Abstract

So many factors are effective in design process of The Ready to Wear, when determining the trendmaking such as culture and society, intrabrand communication, technology, conformity to markets. Brands make their own trends staying in their unique concepts, taking factors into consideration. Monitoring the changes of 10 designs for each one year comparatively, based on 2006 – 2015 period of Gucci brand's dress trends by year and size rate change on these dresses, is the main objective of this research. One of the most important result on this issue is; while change of the size rates showing similarity between years, exceptionally not seen on lengths of designs.

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# The Role And Importance Of Art Education Socializing

Sezer Cihaner Keser, Yüzüncüyıl Üniversitesi.

## Abstract

Several factor could yield effective results on socializing of the community. Human, throughout the history, has continuously progressed in the area of technical structuring as his/her experience increased. Art as a social need for the community has developed in accordance with self conditions through finding proper methods to itself in every societies. Art, as a ring in the social chain is one of the most important structures that integrates the community, enriches ideas, coordinates beauty and value judgements. Advance in art education is directly dependant on social development and on social life structure. Art Education, form their schedules based on aesthetic and artistic values in their understanding education. On the other art education, artistic training is a bold basis to artistic training. Plays a significant role in formation and development of humans connections with the world. Art education are accepted as structuring and education based on the Interdisciplinary respect to equivalents of the concept of insights of contemporary art. However, the aducation at the institutions show variability with the art perspective of the art educators. Modern art movements have introduced new and different formations by showing progress against academic rules. The active role of Art Education in raising awareness in a society and structuring a social community will be evaluated in this report.

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# A History Of Museum's Schools Loan Services In The United States Of America

Cihan Şule Külük,

## Abstract

One of the ways in which museums have been attempting to widen hands-on access to their collections, and broaden the profile of their audience, is through the use of loan boxes, which are one of the oldest forms of museum outreach. The purpose of this study is to identify how changes in educational theories, social, and cultural issues have affected the movement of museum's schools loan services in the United States of America (USA) during its almost one hundred years of evolution. This study also addresses the potential and importance of museum's schools loan services and their connection to the principles and delivery of art education and museum education. This study was conducted as historical research in the period between 1899 and 2016 to draw a picture of how museum's schools loan services evolved. Data were gathered mainly from primary resources provided directly by the museums and related archival documents. The terms museum's schools loan services as used in this inquiry mean: materials and collections sent from the museums to the schools in order to deliver service. This would include museums' loans boxes, outreach boxes, discovery boxes, outreach trunks, traveling trunks, history trunks, artifact trunks, teacher trunks, education trunks, outreach resource trunks provided their primary focus is educational.

Keywords: Art Education, Museum Education, Museum's Schools Loan Services.

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# Interacting Installations

**Elvan Kanmaz**, Visual Communication Design Department at Firat University,

## Abstract

As digital technology of new age covers daily life, it has brought a different feature into current art acts also. Modern period's studies which are interpreted again have showed to what point's postmodern period or its beyond would carry art.

Digital feature which carries art to be more than a salt following point has attributed a new feature to art work: interacting with audience. New interacting digital fictions provides opportunity to an action and reaction case between audience and work and audience can involve in work thanks to this new interface.

In terms of research's subject; general feature and fiction of installations which react with digital age have been examined through samples. Formal interpretations are important in the point that they are a new experience and formal features of art work notion are carried into a different field. So their returns for current art have been examined.

Key Words: digital installation, weavability, action-reaction, interdisciplinary

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# A Workshop Experience In The Intersection Of Design And Conservation Disciplines: Mediterranean Architecture Schools Students' Workshop (Mass' Workshop 2015)

**Meryem Elif Celebi Karakok**, Akdeniz University.

**Ayşe Betül Gokarlan**, Süleyman Demirel University.

## Abstract

MASS' Workshop 2015 (Mediterranean Architecture Schools Students' Workshop) is organized by Süleyman Demirel University and Akdeniz University Architecture Departments for the first time. This event was held from 5-9 May 2015 in Isparta. 60 students from S. Demirel University, 30 students in Akdeniz University, a total of 90 students participated in this event. A main topic of this workshop has been determined as "Contemporary addition in the historic context". Isparta Üzüm Bazaar and Köy Bazaar including two different historic areas have been studied in these studios. Students are divided into two groups and have designed top cover to the streets of these areas. As part of this workshop activity, it is expected to combine students' researches and theoretical information which students received during the courses of the conservation and restoration. In addition it is hoped to develop conversion skills of design projects. Thus, thin border between the conservation and design disciplines of architecture education, has tried to draw with theory - research – application bonds in the minds of students. It is aimed to live different experience such as to offer students free interaction and sharing, to gain group work experience, to provide intellectual connection, to develop thinking skills in short time. Finally, it is targeted to removing this workshop event, first held in 2015 under the name of MASS and participation of two different universities; to the international level with participation of the different Mediterranean countries in the next years.

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# From The Neighborhood to Gated Communities, From House to Residence; Konya Province Hacı Fettah Neighborhood

**Yavuz Arat**, Necmettin Erbakan University, Konya, Turkey.

**Mehmet Uysal**, Necmettin Erbakan University, Konya, Turkey.

## Abstract

From the earliest times in settled history cities continue to exist like living organisms. The urban texture that develops in line with the increasing number of residents is forced to a physical change that disrupts its structural unity due to immigration, conurbation, and natural disasters. Each and every sanction in the city presents new potentials yet new problems. The renewal/transformation of traditional neighborhoods are realized through the agency of municipalities. The re-formation of the city in view of contemporary urban planning principles that are systematically embedded in the planning emerges as urban renewal. This renewal disturbs the physical, social and historical memory of the neighborhoods that create the traditional Turkish-Islamic urban texture. This process will be analyzed over the traditional Hacı Fettah neighborhood in Konya considering the planning decisions and their positive and negative effects.

Keywords: City, Urban Renewal, Renovation, Konya, Hacı Fettah Neighborhood.

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# Migration, Ethnic Dissociation And Urban Configuration: The Case Of Konya Province

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**Mehmet Uysal**, Necmettin Erbakan University, Konya, Turkey.

## Abstract

Konya has been an important centre throughout history due to its central location over trade routes and strong settlement culture. During Hittite and Roman periods the city was an important agricultural and trade centre, it was the capital city during Anatolian Seljuks, a provincial center during the Ottoman period and today Konya is an important agricultural and industrial centre. In line with the changing demographical structure and dynamics the city was fortified with walls or became an open city without borders. After 1950s a population increase was observed as urban migration gained a pace with increasing industrialization. The city was built inside the fortification [the traces of which were known] with a development plan applied over the congested traditional texture and these regions became zones of transition starting from the advent 21th century. This process was fortified by the arrival of Somalian refugees in 2004 and over 45000 Syrian refugees in 2014 who settled here. The physical and social changes in urban texture are clearly visible. This study morphologically analyses the mentioned changes. Moreover, the social changes will be read over spatial configurations.

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# Basic Design Education In Landscape Architecture

**Zehra Eminagaoglu**, University of Artvin Çoruh, Turkey.

**Zekiye Çıldır**, University of Artvin Çoruh, Turkey.

## Abstract

The training of aviation personnel has been remaining in very tight relation to aviation technology. Creativity, in the light of architectural design process, is described as revealing problems in an undefined area and can find solution according to cognitive mechanisms. Landscape Architecture education programmes also give to students design and creativity ability with theoretical and practical studio lectures as well as other disciplines that contain design and creativity education. Basic design studios are one of the most important studio lectures in landscape architecture students education process, which can prepare to them professions and allow to focus on design process. The biggest problem of architecture student, who can just meet in their started period of education is gain an ability to make comments on the products that they design in architecture design process and can understand to explain with 2D and 3D models. Expression and modelling techniques are very important to use in this process. This study gives information about the basic design education contents in landscape architecture departments. Advantages and disadvantages of these studios are evaluated by considering different aspects with participation of students. Data were collected by semi-structured interviews comprised of 4 questions. In evaluating students' views, content analysis is applied and frequencies of data are provided. It is found that the basic design course at the undergraduate level is generally effective.

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# Illustrating the essential: Lessons on Illustration from the “Little Prince”

**Baris Hasirci**, Hacettepe University, Institute Of Fine Arts.

## Abstract

One of the most famous quotes that can be taken from the novella “The Little Prince” is as follows: “It is only with the heart that one can see rightly; what is essential is invisible to the eye”. Spoken by the wise fox to the little prince who has just arrived at the planet earth to teach him the true nature of things, this quote may be taken as a lesson the author of the novella, Antoine de Saint-Exupery wants to teach younglings who read the book about life and remind the adults who may have forgotten these true basics of existence, what is truly essential. Considering these sentences, it is possible to arrive at the notion that Saint-Exupery holds belief, thought, imagination in higher esteem than sensory information, especially sight. If this is the case, why has the author chosen to illustrate the book himself with his own watercolor drawings, which only appeal to sight? The search for some answers to this question may shine a new light on and offer alternatives to the ways illustration courses are taught in graphic arts programs. Here, it will be discussed how much great artists, thinkers and philosophers such as Tim Burton, Leo Lionni, Carl Jung, among others, value drawing as a means to unlock the emotions and imagination and illustrate the essential.

Keywords: Illustration; essential; intuition; feeling; unconscious

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# New Generation Console Game Technologies; Console Game Application Supported with Projection Mapping

**Seza Soyluççek**, Hacettepe University Faculty of Fine Arts Department of Graphic Design

## Abstract

Up to now the relationship between console games and gamers has been restricted by limitations in screen size. The gradual enlargement of these sizes has accommodated for a technological boom in the development of game software programs, some of which have been hugely successful and had broad repercussions across both the gaming and technological landscape. In 2010, Microsoft and their Kinect team released an advertisement using projection mapping technique, which gave users an exciting preview of the future of game technology and provided inspiration for aspiring young game developers. With the help of new techniques, developers had the chance to produce artistically unique projects by creating a variety of different game experiences. Additionally, the enhancement of digital games, their interactive features, and the enlargement of the screens enabled users to experience a completely new level of immersion in their games. Each new development within the industry allows for new avenues of exploration and provides the potential to further refine and enhance successful techniques. Two creative examples of application adaptations are Microsoft's Illumiroom and RoomAlive projects, which include a game experience which incorporates a large part of the user's physical environment using reflective techniques. The world of gaming entertainment and the technological advancements which propel it, are constantly improving the experience of its users, and this study, which starts out with aforesaid improvements, further examines the relationship between new generation interactive console games, aesthetic aspects of game interface designs, Microsoft Kinect and Projection Mapping. In light of these, this study discusses the future opportunities of console development, the current industry innovators, and the potential immersive qualities of digital games.

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# Contemporary Illustration Methods and New Application Areas on Illustrations: Interaction Induced Animated Illustrations

**Banu Bulduk**, Hacettepe University Faculty.

## Abstract

Illustration can be defined as a sub-discipline of graphic design enabling the realization of visual communication which mediates to the description of ideas and thoughts in a formal way. From the past to the present, illustrations find various areas of usage as visual elements in communication environment and it can be used as a design element for many graphic products ranging from product designs to children's books. Over time, stylistic differences in illustration languages have also turned into structural differences in design and production process and concepts such as interaction, user control and animation have developed an alternative language to the traditional illustration techniques. Contemporary form-languages of these illustrations are examined in the scope of this study. Formal analysis of illustrated graphic products and their delivery to new media environments are considered in this process. Animated illustrations and three dimensional design, among those application techniques, are at the active position to intensify the perception of viewers/readers via illustration. In this study as well, method is handled with the usage, design and application processes of animated illustration applications, also current and proposed examples and alternative languages' search of illustrations are discoursed.

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# The Impact of the cultural changes after the population exchange on spatial organization and use of spaces: Case of Trilye houses

Dilara Tüfekçioğlu, Hacettepe University, Turkey.

## Abstract

Turkey with its many cities is a geography that has hosted different cultures, different settlements and communities many years. Structures that reflect their pasts can be found in any street in any city. In the majority of these buildings; the age of the structure, its history, texture and life experiences have been felt but life in it is carried out in a way that keeps pace with technology and present conditions of life. Present adaptations can be made, sometimes accepting as it sometimes can be seen as a change in touch again in situations that require repair completely. Trilye is also such a settlement. Trilye; While a Greek town where the majority of the people are Greek, with Republic and exchange law has been a Turkish town. Most of the Greeks couldn't get more than they could carry and they left here most belongings with their house. Therefore Trilye houses; the physical characteristics of the traditional Turkish house is in view, but the organization of spaces and structures that are organized according to some structural features of the citizens of Greek origin of life. With the destruction of these structures or some renovation work is about to lose their own original format. The aim of this study; was to examine the association of the lifestyles and space designs of different cultures, to identify compliance, to investigate the monitored change methods in non-compliance and to assess their results. This research is primarily put forth the impact of cultural differences and cultural similarities on lifestyles and on interior designs. Secondly, provide an assessment about the method of relating to the survival and protection of historical values over the values of Trilye. Research; prepared with the knowledge acquired from many sources and also with the information obtained from available Trilye houses which was visited and photographed by myself.

Keywords: Population exchange, Cultural effect, Greek-Turkish, Lifestyles

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# The New Role of Architectural Design Instructors and Curators in Taiwan

Moon-Lin Jau, Hwa Hsia University of Technology

## Abstract

Taiwan has become a renowned Chinese cultural showcase in recent years. The culture activities not only include nationwide art fairs, but also embrace exhibition of university design studios in different scales. As an architectural instructor, bringing student class efforts to public have become a part of pedagogical events. Nevertheless, the annual design fair has different scope than the exhibition held in the middle of a semester. In order to open up to public critics, instructors who are also designers have established a pattern to collaborate with local small galleries for design exhibition. The galleries, which have a mixed use of coffee shop and show room, now have added the 3D exhibition to existing collections. The originally limited display space is also modified by making the best of wall panels as another design challenge from lighting layout, transportation, setup, to work retrieval. The result is a new collaborate pedagogical pattern which let students reach out to the design society and, in the meantime, open up a window of diversity for the galleries as a test workshop for design practice. This pattern has been carried through three years. The result not only encourages students, but also motivates them with open mind learning altitude in a real social space.

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# A Look on the Relationship between Modern Architectural Works and Ceramic

**Candan Terziel**, Hacettepe University faculty of Fine Arts Department of Ceramics, Turkey.

**Pınar İçemer**, Hacettepe University faculty of Fine Arts Department of Ceramics, Turkey.

## Abstract

Caves are one of the first settlement units that humankind has used to protect itself from harsh nature conditions and to survive. Since the pre-Neolithic period, the need and desire of humans to create volume has progressed and improved in time, marking the foundation of architecture. Architectural works are the reflections of the cultural and welfare level of societies that create them. Designed buildings differ depending on user needs, cultural and socio-economic context, industrial and technological conditions of the era, and also preferred building materials. In this sense, there is an undeniable bond between ceramic, as a frequently used material in wall construction as well as in sewage and irrigation systems with its history dating back to Sumerians, Acadians, and Babylonians, and architecture. In the wide history of ceramic implementations, ceramic building materials, adding value to architectural structures and having qualities that can withstand nature, can become prominent in specific architecture projects and designs with today's technology and understanding of art. Focusing on the selected five special example buildings in the world constructed in 2000s, the present paper aims to make an evaluation of how the disciplines of architecture and ceramic meet by examining the topic from the perspectives of aesthetics, economy, engineering, environment, and such. The paper addresses the superior qualities of ceramic, which can be used in both traditional and modern architecture style, as a building material. Based on the selected architecture structures, it further attempts to reveal the advantages of ceramic if used as a building material. We believe that the selected examples for modern architecture and ceramics point out that interdisciplinary collaboration can be an inspiration to new implementations.

Keywords: Architecture, ceramic, art.

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# Two Faces Of Art: Mental Illnesses Death And Therapy

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## Abstract

Examining the life stories of some productive artists; it is seen that they struggle with mental illnesses, intensely deal with the thought of death and they even commit suicide. On the other hand, we believe that art has a curative power. Art therapy is known by physicians, therapists and trainers. Art is also used in various ways for treatment. If the process of creation pulls an artist into a mental illness and thoughts about death, then how does it possibly cure? This text tries to explain the dilemma in question.

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# Typography in Interactive Spaces and The Process of Reading

**Banu Özge Demirbaş**, Hacettepe University Fine Arts Faculty, Turkey.

## Abstract

New interactive communication approaches by using typography and graphics have become common in many places in recent years. The development of virtual tools reveals new expressions with regard to the typography and the use of space. New media and multimedia tools are vital parts of communication in the developed world and we can say that actual information technology based ways of communication have a significant effect on individuals for a variety of reasons. It is seen that different manners in the transfer of meaning can be created by using new media and multimedia tools which have an important role in our lives today. On the other hand, creating the meaning of the word can also be done by narrative simple methods. The use of digital trends related to typography can provide an intuitive, conceptual approach to the meaning of the word. Evolution of new media and multimedia tools has lead to different interactive solutions which are effective in art and design. The purpose of this study is to investigate existing experimental forms in regard to typography and evaluation of them in terms of readability and legibility. This article aims to finding out relations between the meaning and form approaches to the typographical creations in the design.

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# Basic Design Education In Landscape Architecture- Studio Assessment

**Zehra Eminagaoglu**, University of Artvin Çoruh, Arts And Design Faculty, Turkey.

**Zekiye Çıldır**, University of Artvin Çoruh, Arts And Design Faculty, Turkey.

## Abstract

Creativity, in the light of architectural design process, is described a revealing problems in an undefined area and can find solution according to cognitive mechanisms. Landscape Architecture education programmes also gives to students design and creativity ability with theoretical and practical studio lectures as well as other disciplines that contain design and creativity education. Basic design studios are one of the most important studio lectures in landscape architecture students education process, which can prepare to them professions and allow to focus on design process. The biggest problem of architecture student, who can just meet in their started period of education is gain an ability to make comments on the products that they design in architecture design process and can understand to explain with 2D and 3D models. Expression and modelling techniques are very important to use in this process. This study gives information about the basic design education contents in landscape architecture departments. Advantages and disadvantages of these studios are evaluated by considering different aspects with participation of students. Data were collected by semi-structured interviews comprised of 4 questions. In evaluating students' views, content analysis is applied and frequencies of data are provided. It is found that the basic designcourse at the undergraduate level is generally effective.

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# New Leader In Drama

**Ayşe Okvuran**, Ankara University, Turkey.

## Abstract

Throughout the Republic of Turkey the use of drama education is extensive. In the past, an extremely important component of successful drama education has been to have an interested, knowledgeable, and prepared teacher. The primary focus of this research is to better understand the benefits of following a learner-oriented approach to drama education rather than the traditional teacher-centred approach. Since 2005, use of the Constructivist approach in education has been implemented throughout the Turkish education system. Unfortunately, it appears this approach was not utilized in the most beneficial manner for teaching drama. Clearly, the drama teacher/leader has been an indispensable part of the drama education experience. How could the drama experience occur without a drama leader? Will there be drama without a drama leader? Even though the drama teacher/leader is considered a critical part of drama education in this study the researcher proposes that drama education should follow a learner-oriented approach rather than a teacher-centred approach. In the light of this recommendation a few questions come to mind, for example: What is the future role of drama leader? How can a drama workshop be accomplished with only minimum involvement of a drama teacher? What can be done in the future to increase group involvement in drama? In order to answer these important inquires the researcher will follow qualitative methodology techniques and conduct focus group interviews with four or five experienced drama leaders. Research data will be obtained through these small group discussions and findings will be interpreted through content and descriptive analysis techniques. Research results will be evaluated and interpreted in light of the constructivist learning approach, alternative learning theories, as well as, findings from the research interviews. Throughout the Republic of Turkey the use of drama education is extensive. In the past, an extremely important component of successful drama education has been to have an interested, knowledgeable, and prepared teacher. The primary focus of this research is to better understand the benefits of following a learner-oriented approach to drama education rather than the traditional teacher-centred approach. Since 2005, use of the Constructivist approach in education has been implemented throughout the Turkish education system. Unfortunately, it appears this approach was not utilized in the most beneficial manner for teaching drama. Clearly, the drama teacher/leader has been an indispensable part of the drama education experience. How could the drama experience occur without a drama leader? Will there be drama without a drama leader? Even though the drama teacher/leader is considered a critical part of drama education in this study the researcher proposes that drama education should follow a learner-oriented approach rather than a teacher-centred approach. In the light of this recommendation a few questions come to mind, for example: What is the future role of drama leader? How can a drama workshop be accomplished with only minimum involvement of a drama teacher? What can be done in the future to increase group involvement in drama? In order to answer these important inquires the researcher will follow qualitative methodology techniques and conduct focus group interviews with four or five experienced drama leaders. Research data will be obtained through these small group discussions and findings will be interpreted through content and descriptive analysis techniques. Research results will be evaluated and interpreted in light of the constructivist learning approach, alternative learning theories, as well as, findings from the research interviews.

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# Impact of Acid Precipitation on Historical Monuments and Statues

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## Abstract

A host of deleterious factors can impact the aging and integrity of historical monuments and statues. These may include natural causes such as water, wind, and temperature variation as well as the even more detrimental human causes of industrial pollution, urban warming, and fossil fuel emissions from vehicles all of which contribute to the development of acid precipitation. In addition, where the use of fossil fuels is widespread the occurrence of acid precipitation tends to be more prevalent and as a result serious damage can occur to the natural environment. Acid precipitation causes irreparable damage to vegetation, wildlife, and fish populations in lakes, streams, and rivers. Also, damage caused by acid precipitation can be quite recognizable on historical monuments and statues constructed from carbonate-based stone. The stone derived from carbonate sources such as limestone, dolomite, and marble have been widely used for thousands of years in the construction of monuments and statues. Carbonate-based stone was often chosen because of its abundance, suitability for shaping, and robust quality. Many historic works of art which not only characterize a period of art but also create powerful images of the artist and artwork have survived for thousands of years. The emergence of acid precipitation though has caused irreparable damage and destruction to many of these irreplaceable works of art, monuments, and statues. In this study, the research focuses on better understanding acid precipitation and its impact on items of cultural heritage such as historical monuments and statues. Sample cases were utilized to emphasize and evaluate deleterious impact which may have occurred to these items of cultural heritage. According to research evaluation results from this study the researcher has provided recommendations for resolving the impacts of acid precipitation on these historical monuments and statues.

Keywords: fossil fuels, acid precipitation, historical artefacts, marble statues

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# "Cord Attachment" Products At Kahramanmaraş Museum

**Nursel Baykasođlu**, Gazi University, Turkey.

**H. Feriha Akpınarlı**, Gazi University, Turkey.

## Abstract

One of the most important branches of our culture and processing of our traditional crafts. Silk, wool, raffia, etc. now using yarn, fabrics, leather and felt on the ground are so aesthetic and artistic value of the property obtained with the help of needles or crochet techniques. Creative intelligence, sophistication and skill with handicrafts products also seem to be losing its importance in certain periods, it has come preserving the value of our culture until today as one of the important documents.

One technique that holds an important place in our traditional processing is the cord fastening techniques. Cord retaining twisted yarn made into cord, or a thick thread a thin yarn, processing formed by attaching line pattern on the fabric surface is an easy technique that is passed. since ancient times and today also it takes place in non-formal education programs in vocational and technical schools.

Plotted according to the product type to be processed on the ground fabric and one preferred design of the pattern of the fabric is transferred to the fabric surface through technologies. Ground fabric is stretched over hoops or tenter with the help of pulleys cloth. The twisted cord is attached to the fabric pattern by a thin thread. The best example of this technique is found in the Ethnographic museum (Boleros, jackets and mats). Usually this technique is used alone china needle with different techniques, applique and so on. It is used as auxiliary as needles.

Made with cord fastening technique in Kahramanmaraş Museum jackets, baggy bracelet, vests and jackets samples were examined. This technical design, materials, etc. has been investigated in terms of composition and evaluated. This paper will be presented with visual examples.

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# Ceramics as the Conveyance of Art

**Olcay Boratav**, Gazi University, Turkey.

## Abstract

The concept of art has varied according to space and time perspective in each and every period and it has emerged in different forms in every culture. Artists or designers produce a wide range of forms with different materials representing the period and culture while creating their ceramics. Ceramics symbolizes a thousand-year-old endeavor as well as being considered as one of the arts. It has shed light on the history in different shapes and cultures in addition to undertaking the task of conveyance of art with original structure and formal style in the works of art. Ceramics makes identity differences thanks to background knowledge, form and decorative techniques and originality. Art is not for society's sake; it aims to relieve the tension, to satisfy pleasure, to enable people to see and hear, to use and to evaluate. Different cultures has generated new styles in their ceramics by integrating creativity into their own traditions and techniques as well as interacting with Mayan vases and pots, Greek pottery, Anatolian ceramics and tiles. Some of these impacts have been so profound in ceramics that they have been passed on from generation to generation.

This paper seeks to address to the following questions: how was ceramics used in different cultures and periods with composition features such as form, decoration, motif and figure; and how has it undertaken the task of conveyance of art by investigating what features they have.

Key words: ceramics, art, conveyance of art, form.

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# Evaluating In Terms Of Embroidering Art Zibba Samples Used In Traditional Woman Dressing In Sille Region

Kezban Sönmez, Selçuk University, Turkey.

## Abstract

Sille is a town between two mountains like a valley is located 8 kilometers northwest of Konya, with a 1152 meters altitude.

Wearing is a natural need of people, and it consists of an important part of our cultural lives. It varies according to cultural and economic conditions, so our clothes have a quite wealth collection by regionalizing. Yet our local clothes which has special place among our cultural values have been losing their former value, and importance, and it have begun to fade away as time passes by.

Zibba is the most elegant and fanciest piece of Sille's local woman clothes. Shalwar is a triangular piece on which tinsels and ornamented with silk. Its upper part is almost wholly covered with pretty fancy appliques, tinsel and ornamented silk and trimming.

The aim of this study: is to introduce Zibba samples which are fanciest clothing pieces among Sille clothes; is to determine the embroidering features processed on these, and to provide sustainability of their use by pointing out their use different field. Within the study context the embroidering features of these samples ara analyzed according to embroidering technique, motive, colour, composition and so on. Additionally, this study is concluded by examining the place and importance of these clothes in Turkish culture, in the light of information obtained from literature.

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# The Place Of Caftan In Turkish Culture And Investigation Of It In Terms Of Clothing Arts

**Nurhan Özkan**, Selcuk University, Turkey.

## **Abstract**

Caftan can be defined as a long dress made of various fabrics. Caftan has been used since Hun Turks and it is among the indispensable parts of Turkish clothing culture.

It is known that caftan, which was one of the important clothes that Turks used in every period attributing cultural meanings, is made of thin, thick and precious fabrics according to people's social level. When it is done by the monarchs, caftan dress-up process is considered as an award. Dede Korkut stressed the importance of caftan in that period by saying "girls and boys wear white caftan before marriage and red one in the wedding ceremony" in his epics. Since traditional clothes are not used today, this part of our culture faces with the threat of not being transferred to future generations and extinction. The meaningful caftans, which are among the traditional clothes and used by our ancestors for centuries, should be investigated and transferred to the future generations.

In this study a literature research was done on the cultural process of caftan for the identification and collection of data. Bibliography books, catalogs, dissertations, dictionaries, encyclopedias and libraries were searched in this context. By classifying the information about caftan in Hun Turks, Gokturks, Uyghur Turks, Seljuks and Ottoman Periods, caftans of those periods were investigated in terms of clothing arts and their schematic illustrations were done.

Key Words; Caftan, Turkish Culture, Clothing Arts

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# Traditional Doll Making In Seydiler Town In Kastamonu Province “Şık Şıklı Doll”

Lale Ozder, Gazi University, Turkey.

## Abstract

The surviving examples of Turkish culture in the works of crafts are the accumulation of Anatolian geography. Anatolian woman has always kept her efforts for bringing up her children in the best way at the forefront in her from time to time resident or nomadic lifestyle with the social position she has been. Every nation and race has had a unique or common symbols belonging to the community or the public. These symbols have reflected social traditions and practices sometimes with religious content. These examples have been able to come up today by means of cultural traditions, customs and practices left by great civilizations in Anatolia.

The creativity of Anatolian women and her stance for building from nothing have had impact on public art. In order to make her child spend nice time and get prepared for life; she made babies for her child within her reach. She provided the best performance of transfer of life to her child by means of the babies she made. As a protagonist of an important theater, she shared important rehearsals with her child to make him prepare for life. Examples of this baby made by the Anatolian woman are worth to be examined as to their techniques, the materials and decorative aspects. Made by the people living in Seydiler town of Kastamonu province and documented within the paper, “şık şıklı doll” is a good example of the work of traditional folkloric doll making.

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# Investigation on Transformation of Advertising Strategies and Ads According to Cultural Values From a Semiotic Perspective; Coca-Cola Case

Deniz Yesim Talug, Hacettepe Universitesi, Turkey.

## Abstract

Although the word globalization gives the impression that the world is a unified whole, the regions with serious cultural differences from country to country in the world would not be ignored. To say that there is a homogeneous world culture in today's conditions will not be very accurate. In this context, successful strategies in one country may not be successful in another country, because cultural characteristics of the target audience in the process of creating marketing communications strategies also play a decisive role. Cultural differences are especially more important for brands placing international ads. Because cultural differences can shape, format and constrain the perceived meaning of phenomenon, object or symbol. For example, white color it is known to be associated with death in Asia whereas in Europe it is associated with health and cleanliness. Therefore, the success of the ad is dependent on organising the appropriate message to the country where the ad will be published. Global advertising concept, which gained importance with the globalization, loses the distinction of being the current ad types for businesses operating in the international arena today. Although ads thought global and general the messages given, it can vary from country to country and some of the differences in understanding may occur (Elden, 2005). As a result, advertising has entered the glocal concept into advertising types. Glocalisation is derived from a combination of words, global (global) and local (local). This text examines globalization, cultural concepts, global and local advertising expression. Then explains the phenomenon on the Coca-Cola brand, offers to be transformed according to the cultural value of the advertising strategy.

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# Out-Of-Studio Learning Environments and Metarials for Printmaking Education: An Action Research

Ayben Kaynar Tanır, Mustafa Kemal Üniversitesi, Turkey.

## Abstract

**Purpose:** This research is aimed at rethinking the teaching process in terms of out-of-studio learning environments and materials in the *Printmaking* course that is provided in the undergraduate program of art and craft education in departments of fine arts education, faculties of education and that is currently based on studio work. To this end, the following questions will be answered: a) What kinds of out-of-studio learning environments can be included in the teaching process of the Printmaking course? b) What kinds of learning materials can be included in the teaching process of the Printmaking course? c) How can the teaching process of the Printmaking course be carried out through out-of-studio learning environments and materials?

**Theoretical Framework:** Although the Printmaking course in the undergraduate program of art and craft education is separated as main studio (ASA) and elective studio (SSA) courses, two hours of weekly coursework is theoretical in both courses. It is observed that the teaching process in both courses is only practice-based and the practical work is carried out in the form of master-apprentice relation. It is seen that some printmaking techniques that are within the limits of studio conditions are learned only through practical work. In this respect, the researcher believes that both theoretical and practical learning is possible through making learners participate in out-of-studio learning environments and using various learning materials.

**Method:** The design of this research is action research. The aim of action research in education is to change or improve the current situation of a classroom, curriculum or school. The researcher conducted the research with action plans by undertaking the role of the teacher directly participating in the research.

**Participants:** The participants are composed of nine focal participants taking the fall 2011-2012 junior courses in the undergraduate program of art and craft education at Gazi University Faculty of Education Department of Fine Arts Education.

**Data Collection Instrument:** The research data was collected by using the personal information form, video recordings, semi-structured interviews, observation, document analysis, research diary, learner diaries, exhibition and museum worksheets, seek-and-find worksheets, and visual museum tour rubric.

**Findings:** Findings are not presented here because the research has not been completed yet.

**Conclusions and Recommendations:** Conclusions and recommendations are not presented here because the research has not been completed yet.

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# Probing the Future

**Clive van Heerden**, United Kingdom.

## **Abstract**

This talk is not about predicting the future, it's about testing far-future lifestyle and technology scenarios using Design Provocations to illicit contextual insights. Corporations have a tendency to develop linear projections of current activity based on the enabling technologies that emerge from technology research programmes. Over a twenty-year period I have been involved at the intersection of strategic design, technology research and brand futures in several global technology based multi-nationals and have worked with a wide range of organisations to develop new methodologies for exploring future opportunity areas through Design Probes and Physical Fore-sighting. By introduction, I will explain our approach to distinguishing mainstream trends from 'weak signals' and methods for interrogating tendential shifts to expose false alarms. Using clustered weak signals to define areas of exploration for trans-disciplinary project teams and the steps to defining a research goal which is materialised as a probable future product or service scenario and tested on different audiences using a range of proprietary methods. I will use examples to show how horizon 3 provocations produce insights that can be translated into nearer term scenarios and new product genres – a method for developing opportunity in the peripheral vision of current product strategy. Moving from the general to the specific the talk will run through the methodology of design probes and look at the time lags for maturation and the socio-cultural and technology constraints that affect the ability to create new product opportunities. I will show, with the use of historical timelines, a series of techniques for identifying anomalous technology currents, counter-cultures, socio-cultural crises and other major determinants of future change. I will discuss trans-disciplinary ways of working as opposed to multi-disciplinary methods and the use of design narrative in communicating future scenario's. Using examples drawn from corporate experience I will show how the methodology has been used to identify substantial systemic shifts ahead of time and applied to create new product and service categories.

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# Representation of Politician in Turkish Movies: A Research on 1970-1990 Period

**Pelin Agocuk**, Near East University, North Cyprus.  
**Gökçe Keçeci**, Near East University, North Cyprus.

## Abstract

Cinema has an ability to reflect the social, political and cultural changes and contributes to redeveloping of reality. With the consequences of Turkey's political process and crises, a discrepancy between social structure and political process, an insecurity to politics and politicians comes into a question. In this research, due to a relationship of cinema and politics, we focus on the political legitimacy, the act of politics and representation of the politician during the periods of 1970-90 in Turkish movies. In this research, we will examine particular three movies from the aspects of 'act of politics', 'criticising the politicians with humour' and 'discourses of politician'. We aim to analyse these movies' representation forms and to understand what kind of differences occurred against the historical and social circumstances.

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# Copyright Problems in the Turkish Republic of Northern Cyprus within the framework of Communication Ethics

**Gokce Kececi**, Near East University, North Cyprus.

**Ayhan Dolunay**, Near East University, North Cyprus.

## Abstract

Pursuant to the on going “productions”, the need of “protecting” the “productions”, in other words, “works of art” in the sense of our subject has been accrued; therefore various measures have been taken accordingly. In this context, the works are protected through the registration, avoidance of misuses and/or imposition of sanctions against misuses so that the rights of creator of the work in relation with the work are protected. The legal protection through the registration of works may vary depending on the country; the scope of related protection is identified with the international conventions and national regulations in compliance with the conditions of country. Thus, the countries protect the works of art and rights of artists arising from their works through the conventions as a party and drafted or adapted laws. The issue of copyrights on the works within the communication domain, which is the subject of study, may be considered within the scope of “communication ethics”; the research is going to first discuss the concept of “communication ethics” and then define “communication design” and “work”. The second part will comprise of the legal regulations regarding the protection of communication works in TRNC and registration methods together with explanations; additionally the copyrights issues in relation with the communication works are discussed under the third part in terms of UK, which is under the Anglo-Saxon Legal Order, and Turkey, which is under the Civil Law. The last part of study comprises the recommendations concerning to draft a new law on the protection of communication works in terms of the Cyprus Turkish Law as can be defined as a “Hybrid System” with the influences of both systems, and to raise the awareness of public within the framework of state policy.

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# Post Graduate Architectural Education In Turkey

**Hakan Sađlam**, Ondokuz Mayıs Üniversity, Turkey.

**İlayda Asak**, Tobb Üniversity Of Economics And Technology, Turkey.

## Abstract

The earliest graduate program in architectural education had been issued in Istanbul Technical University in 1978. Today, there are 40 universities offering graduate education programs in architecture. Those programs cover a number of different topics including architectural conservation and restoration, architectural restoration, architectural design, informatics in architectural design, architectural planning and design, architecture history, architectural history and theory, architecture and built environment, digital design in architecture and production. The council of higher education presents that 3133 master theses submitted and approved by Council of higher education. 3133 theses are accessible on the internet. In this study, the master theses submitted to the graduate programs have been investigated. Matrix has been developed regarding the sex, language, topics, universities. The types of graduate school are natural science and social science. The results of the study show that the number of female students is higher than the male students. The number of theses in Turkish is increasing. The increasing number of theses investigating build technology, build physics and building and construction and computational design is of importance. It is possible to determine that the current and popular topics of Turkish graduate programs in Architecture are in parallel with the prevailing agenda of World architecture.

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# Design in Brazilian Amazon: the Aparelhagens

**Joao Roberto Dos Santos Soares**, Universidade Do Estado Do Pará, Brazil.

## Abstract

A revolution. A cultural movement. A new capitalist aspect. An implosion of the art. Technological subversion. Are many definitions given to culture Tecno Brega in the State of Pará and the Aparelhagens, artifacts of the cult of technology at the sound of the rhythm sidelined. Within the understandings about the contemporary thought: hypermodern of Gilles Lipovetsky and Charles Sebastien (2004) and the postmodern of Néstor Canclini (2013), added to the ideas of Jean Baudrillard (2012), this study looks at the popular artifacts construction technology, and design which are the Aparelhagens. Here are analyzed from the perspective of Design, but with academic range, allowing a debate in order to verify not only the Aparelhagens as a product of vernacular design, but also a discussion on the own professional activity and their impact on the socio-cultural context in which it is immersed.

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# Producers of Contemporary Art; Generations X, Y, Z

Ödül Işıtman, ODTÜ, Turkey.

## Abstract

The word Generation is used to refer to people who live in the same period, thus, are about the same age. A generation consists of individuals who experience the same distinctive social and historical events. Every generation is influenced by various forces such as large-scale events, changes, and popular culture. This influence creates common value systems relating to attitudes, perceptions, expectations, and behaviors, differentiating one generation from one another. These common value systems determine the time period and the structural characteristics of generations that are most effective in childhood and adolescence ages. Research has demonstrated that the 20th century is shaped by silent generation (1925 - 1945), baby boomers (1945 - 1965), and generation X (1965 - 1980). Accordingly, the 21st century is anticipated to be shaped by generation Y (1980 - 2000) and generation Z (2000 - ...). The present paper is an original discussion of whether there might be a relationship between Art and X, Y, Z generations. To this end, firstly, X, Y, Z generations will be explained with regard to their value, expectation, and behavior patterns. Based on this examination, the author will discuss these patterns in terms of their possible equivalence in art, particularly in modern and postmodern art. Emphasis will be given to whether such categorical classification of generations has a correspondence in art with focus on art market, art practices, artists, and art viewers. In order to provide a basis for intellectual discussions and/or research for those interested in the topic, this categorical system will be explained with examples in relation to creative and revolutionist values of art, art market, and art object.

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# The Impact of the Cultural Changes After the Population Exchange on Spatial Organization and Use of Spaces: Case of Trilye Houses

Dilara Tüfekçiođlu, Hacettepe Üniversitesi, Turkey.

## Abstract

Turkey with its many cities is a geography that has hosted different cultures, different settlements and communities many years. Structures that reflect their pasts can be found in any street in any city. In the majority of these buildings; the age of the structure, its history, texture and life experiences have been felt but life in it is carried out in a way that keeps pace with technology and present conditions of life. Present adaptations can be made, sometimes accepting as it sometimes can be seen as a change in touch again in situations that require repair completely. Trilye is also such a settlement. Trilye; While a Greek town where the majority of the people are Greek, with Republic and exchange law has been a Turkish town. Most of the Greeks couldn't get more than they could carry and they left here most belongings with their house. Therefore Trilye houses; the physical characteristics of the traditional Turkish house is in view, but the organization of spaces and structures that are organized according to some structural features of the citizens of Greek origin of life. With the destruction of these structures or some renovation work is about to lose their own original format. The aim of this study; was to examine the association of the lifestyles and space designs of different cultures, to identify compliance, to investigate the monitored change methods in non-compliance and to assess their results. This research is primarily put forth the impact of cultural differences and cultural similarities on lifestyles and on interior designs. Secondly, provide an assessment about the method of relating to the survival and protection of historical values over the values of Trilye. Research; prepared with the knowledge acquired from many sources and also with the information obtained from available Trilye houses which was visited and photographed by myself.

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# The New Role of Architectural Design Instructors and Curators in Taiwan

**Moon-Lin Jau**, Hwa Hsia University of Technology, Taiwan.

**Naai Jung Shih**, National Taiwan University of Science and Technology, Taiwan.

## Abstract

Taiwan has become a renowned Chinese cultural showcase in recent years. The culture activities not only include nationwide art fairs, but also embrace exhibition of university design studios in different scales. As an architectural instructor, bringing student class efforts to public have become a part of pedagogical events. Nevertheless, the annual design fair has different scope than the exhibition held in the middle of a semester. In order to open up to public critics, instructors who are also designers have established a pattern to collaborate with local small galleries for design exhibition. The galleries, which have a mixed use of coffee shop and show room, now have added the 3D exhibition to existing collections. The originally limited display space is also modified by making the best of wall panels as another design challenge from lighting layout, transportation, setup, to work retrieval. The result is a new collaborate pedagogical pattern which let students reach out to the design society and, in the meantime, open up a window of diversity for the galleries as a test workshop for design practice. This pattern has been carried through three years. The result not only encourages students, but also motivates them with open mind learning altitude in a real social space.

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# The Anamorphoses of Felice Varini

**Cristiana Bartolomei**, University of Bologna, Italy.  
**Alfonso Ippolito**, Sapienza university of Rome, Italy.

## Abstract

In the works of the Swiss artist Felice Varini, the fusion of color, space, architecture, geometry and visual perception make room for spectacular spaces. Taking advantage of the synergy between the anamorphosis and color, the artist creates optical illusions. Space is the main surface, upon which color is applied. The aggregate of three dimensional geometric compositions becomes the place in which the intervention takes form. The colored forms assume their real semblance only when observed from a particular point of view. From all the other angles they seem to be just random stains of color. The right point of view is generally situated at the average height of man along the inevitable route, for example along the way from one location to another. However, this is not always so because not all spaces have a systematically superimposed obvious way of passing through them. He brings forth and uses simple geometrical forms: squares, triangles, ellipses, circles, rectangles and the like. These forms are generally created with primary colors: red, blue or yellow, and very rarely with such colors as white or black. The technique he uses is to first trace with a pencil the contour of the design projected upon the walls and then fill in the picture with a paintbrush soaked in acrylic paint. The use of a single color at a time is a precise choice. The artist maintains that later on the space itself will alter the color tonality depending on the surface on which the paint will be spread and on the light conditions. The language of his art is unique: the work of art acquires its form only through the perception of color in a prospective space reestablishing in this way new pictorial dimensions through a profusion of colored signs. So, his color markings are nothing but visual signs that manifest the appropriation of space and open themselves up to human perception and cognitive experience. *Keywords:* nonlinear equations, numerical coefficients, Newton-Raphson method, method Bailey;

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# An Evaluation of Artist Museums: The Case of Tankut Oktem Museum House

Oylum Öktem İşözen, Bilgi University, Turkey.

## Abstract

The house museums of the artists, are converted from artist's private areas, such as a house or a studio, where the artist was born, grew up or spent a period of life, by the family of the artist or a non-profit organization. The existence reason of the artist museums is to shed light on the life and works of an artist who has influenced the course of cultural history and to give an insight into seeing the world through the artist's eyes by increasing the understanding of the art works, for the benefit of the community. The museums can have different aspects depending on the establishment process. Collections of these museums, which can have various art forms such as sculpture, literature, painting and architecture, may contain artist's works, personal belongings, archive and library. There are many examples of the museum houses in the world, which have different practices. The number of house museums is increasing also in Turkey. Museum house of the Sculptor Tankut Oktem, where located in a small town of Turkey, is the main focus of this study. The establishment process, collections, displays, interior and exterior architecture and the relation with the surrounding environment has been analysed within the scope of the museum. Museum houses of other artists in small towns in particular were also investigated to discover the remarkable aspects and application methods. The study also reveals the problems of the museum houses especially in small towns.

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# Pattern Design Preference Based on Symmetry

**Reham Sanad**, Damietta University, Egypt.

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## Abstract

Repetition is one of the design principles employed to create decorative pattern on several products such as textiles, wallpaper, ceramic tiles and gift wraps. This study is limited to investigating the use of pattern design in the textile industry and customer preference. Pattern and repetition are an integral part of most textile design, and how design elements repeat is very important to the textile designer. Mostly in textiles manufacture, design shapes are repeated automatically which accordingly make "patterns". Thus, a textile designer must be able to use pattern and understand how designs can repeat. Therefore, it was found that understanding the significance of pattern and its strong implications for principles of textiles and clothing selection is essential. It is believed that this will be useful for designers and merchandisers who need to analyse public preference for textiles products. However, symmetry is a fundamental aspect of pattern design, design grouping and classification of designs used in research studies concerned with pattern preference was based on design elements such as motif style and size. Therefore, this study is concerned with classifying stimuli used according to symmetry characteristics. The purpose of this paper is to determine whether textile design preference is linked to pattern symmetry. In this study, four in plane symmetry were applied, namely, translation, rotation, reflection and glide-reflection. This study will be limited to overall designs using seventeen primary classes of all-over patterns developed by Woods, H. J. and revisited by Han, M.

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# Interacting Installations

**Elvan Kanmaz**, Turkey.

## **Abstract**

As digital technology of new age covers daily life, it has brought a different feature into current art acts also. Modern period's studies which are interpreted again have showed to what point's postmodern period or its beyond would carry art. Digital feature which carries art to be more than a salt following point has attributed a new feature to art work: interacting with audience. New interacting digital fictions provides opportunity to an action and reaction case between audience and work and audience can involve in work thanks to this new interface. In terms of research's subject; general feature and fiction of installations which react with digital age have been examined through samples. Formal interpretations are important in the point that they are a new experience and formal features of art work notion are carried into a different field. So their returns for current art have been examined.

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# Bigness: A Non-Existent Concept in Our Non-Existent Tool-Box

Erdem Üngür,

## Abstract

Rem Koolhaas's 1994 text titled "Bigness" has created a discussion around the themes of autonomy, urbanization and neoliberalism since that time. Is it still possible today to make use of this conceptual tool in order to understand and transform big buildings which are still produced in large quantities by neoliberalism? I will make a rough distinction between those who criticize the iconic architectural practice of Rem Koolhaas since September 11 and those who in addition to this criticism try to recruit conceptual tools from the era of Rem Koolhaas when he was working together with Oswald Mathias Ungers in order to produce alternative projects against capitalist consumer society. In this framework I will try to open a discussion in order to use the term Bigness against its general definition as a place where neoliberalism reproduces itself. I will ask the following questions: Is architecture able to stay outside of the urbanization process in order to create a political space as a place of differentiation? Is it possible to produce a different typology of Bigness other than shopping mall, residence or busidence? Or is it possible to transform these already existing typologies? At the heart of these questions lies a more fundamental question: Do we still have a political status in order to claim for the right to the city? And accordingly does the city still exist as a political space?

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# The Latest Trends in Graphic Design: Handmade Typographic Posters

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## Abstract

Modern art and design movements such as Art Nouveau, Art Deco and international Typographic Style emerged in Switzerland in the 1950s have been a major influence in the development of modern posters language. Today, this contemporary orientations are being developed and dealt with in a different dimension. Typography in posters is used within the image or the typographic elements themselves coming together and converting into a visual form. The failure of the image of the poster to convey the desired message quickly and dramatically, not to observe the spaces in the use of typographic elements, to pass in front of the image with the color of the font used, lack of simplicity may be mentioned as many problems that can be replicated. However typography is not only the gap between characters, text font and color. It is the conformity of letters with the design applied. It is the art of representing the work with letters. And in this representation designers have made different attempts to find the most accurate and newest and were directed to handmade posters in their search. In this research, basis of the problems of the orientation to the hand-crafted typographic posters which is a different quest spreading rapidly today and reasons pushing the designer to this new quest were examined and in the light of obtained findings, examples of typographic posters in new quests made by designers were presented.

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# The Muslim Artist's Conflict: Figurative Prohibition In Islam

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## Abstract

Conflicted religious issues are considered within defined principles in Islam. Figurative ban and aniconism have been debated especially among artists and art educators. A Muslim artist may feel free to create figurative representations, but when it comes to rightful decision based on Koranic Canon, one should follow progressive steps of resolution based on primary and secondary sources of Islam. In today's most Muslim societies figurative art forms are freely practiced and many Muslim artists do not even think about figurative ban besides holy figures such as Allah and Mohammed. Personal choices also will differ based on understanding of Koran, Hadiths and Tafsirs, but for some scholars it is argued that figurative representations are prohibited not only in Islamic way of life but also in art based on Hadiths even though there is no direct reference in Koran itself. This view suggested that taking a perspective based on only Koran, and permitting the use of figurative representations is not appropriate in Islamic tradition, because there are multiple sources, such as Hadiths and Tafsir; one has to follow when taking action based on Islamic belief system.

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# A Study of Relationship Between World View, Political Orientation and Visual Art Preferences

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## Abstract

As one of the definitions art is one way of self-expression. From a larger perspective, individual's self-expression, understanding and identity is shaped by living environment, socio-economic conditions, cultural environment, societal perceptions and norms, and through complex interrelationship of all of these. This complexity is defined and used in this study as 'world view'. The 'world view' as defined in Actual Turkish Dictionary, is the general view that includes understanding universe; meaning, purpose and value of life; human's existence and behavior as a whole. The world view is complete and successful as long as individuals internalize it throughout their childhood, that is accepting it as it is and making it as their own integral part; without judging or criticising (Kavadarli, 2002). Therefore, in a way, it is individual's whole process of creating own existence. World view is also the final point where all values put together in a pot; and shape all; including beliefs, behavior, will, passion, choices, and preferences. In short, it is the end process which influences all choices regarding life. In Turkey, nowadays, 'world view' is especially seen and described as political orientation in a spectrum where one is belong to. At this point, it was our research interest; where, this sociological phenomenon may possibly have influence on individuals' artistic choices and preferences, tastes, and their aesthetic preferences as a whole. The participants were selected randomly from three central districts of Bursa, Turkey. The survey questionnaire included questions to represent participants' political orientation; and an artistic preference survey of visual questionnaire followed. In progress study will be expected to show any meaningful relationship between political orientation and art preferences.

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# Color and Texture for Architecture in Desert Environment

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## **Abstract**

Environment and climate have a great impact in choosing the color and texture of a building. Desert climate and environment has significant characteristics. Although, studies concerned with color and texture preferred for buildings in desert climate were found limited. Therefore, this study aims to investigating colour and texture preference of buildings in desert climate and environment. This research is limited to studying buildings exist in a gulf country i.e. Sultanate of Oman. One hundred female undergraduate students studying graphic design in the final year participated in this study. A survey study revealed that the range of colors used in Omani buildings is mostly limited to beige of variable lightness. The experiment has two phases. First, five images of a building colored with variable lightness levels of beige were shown to the participants. They were asked to choose the most preferred one. Second, the building used in the previous experiment was shown to the participants textured in five different textures from hard to soft. The paired comparison method was applied in both experiments to rank the images from the most preferred image to the least. In this experiment, 10 pairs were compared in each experiment. This study is considered an analytical study of the Omani culture preference of colour and texture of exterior architecture. Moreover, it could be used as guidance approach for architectures in choosing the colour and texture of buildings especially public ones.

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# Influences of Hearing-Disabled Children's Observational Skills on Their Drawings

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## Abstract

It is difficult to oppose the suggestion that visual perceptive ability is the first human sense to compensate for hearing disability. Because, seeing comes first and a child starts by looking and identifying even before speaking (Berger, 1986). In the literature, there are views that supports the notion that when perceptive skills impaired in one of the senses, perceptive skills in other senses tended to be strengthened to compensate the gap in general perception. On the other hand, there are also opposing views claiming that senses work together in orchestration and so an impaired or disabled sense may result in impairment of perceptive skills as a whole at least in a partial way (Myklebust, & Brutton, 1953). In the related study, to clarify whether or not hearing-disabled children's observational perceptive skills showed difference when compared to non-disabled children; Myklebust and Brutton (1953) administered tests to both groups, as the result, hearing-disabled were less successful and they inferred that it was because of the subjects' hearing disability. However, more recent studies such as Tharpe, Ashmead, and Rothpletz (2002) showed an opposing view that visual perceptive skills of hearing-disabled children showed no difference or no negative effects when compared to their non-disabled peers. The limited number of studies focusing on visual perception skills of children with hearing disability are far from consensus. This current study was inspired by this unclear and confusing views about perceptive skills of hearing-disabled. The hearing-disabled individual has to compensate this with visual perceptive skill which is major perceptive skill in this case. Their communication skills rely on reading body language, gestures and lips. They have to perceive environment and move based on visual cues and stimula since they cannot hear. We can posit the question at this point that 'May these hearing-disabled children's visually enforced perceptive skills have influence on their observational drawing abilities?', 'What could be their success in rendering details based on observed visual cues when compared to their peers?' The results will contribute to the body of knowledge in the literature and may yield to further studies.

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# From The Culture Industry To The Phenomenon Of Power: Simulated New Media

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## Abstract

The mass culture which threatens the humanbeings' power of being individuals in today's world has become a part of the culture industry together with the emerging new media concept. The culture industry which directs people only to the position of consumer draws its strength from the phenomenon of power. This phenomenon of power is now a propaganda that goes beyond a mere state administration, interferes in the new media products that individuals use and transforms "collectivized social media" used by everyone in daily life into state monopoly. This new medium where individuals can express themselves freely with the physical environment gaining a new dimension and where geographical bounders disappear is usually simulated by those having power. According to Baudrillard, simulating is to show or try to show an unreal thing as if it is real. The aim of this study is to investigate the effects of new media or products on the individuals and society by examining the consumption society created by the Culture Industry. While doing this, an attempt was made to explain the phenomenon of power not only through its political definition but also by stating that it is a war fought in other environments such as new media. As examples from Turkey and the world, Occupy Wall Street movement and Gezi Park Events were given and graphic design products created in the new media against the phenomenon of power during these occasions were analyzed. It was revealed that all these power and media relations did not become completely successful. Also, it was concluded that today the concept of "new media person" emerged with the influence of the developing new media.

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# The Main Principles to Design a Visual Graphic Personality for a Logo

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## Abstract

**Problem Statement:** To design a logo is not a simple work. Is about to create a special visual graphic identity of something, by using signs, symbols, colors, letters or figures, geometric shapes etc. A designer has to join together these elements „to build” an harmonious structure. **Purpose of Study:** This paper presents our researches based on many hours of studying of thousands of logos, to establish some important principles to draw them. It is important for the designer what constituent elements are necessary to create logos. The paper try to underline the power of graphics and the examples are welcome to show this. **Methods:** There are not standardization methods. We have composed our research work trying to find answers for two questions, namely: a) What kind of elements should be in a logo structure? and b) What is the „logo design policy?” During this study, we have tried to answer by many examples included in some principles, to pay attention to a designer. **Finding and Results:** Due to the researches we have done, we have gathered a lot of information in this creative field. The answers to the questions mentioned above show the way for the designer to draw memorable graphic representations. This study has developed a few principles for this creative process. **Conclusions:** The declared principles in this paper are like a guidebook to design good logos. We are conscious that in a future research, we shall achieve more other principles nearby these, in order to be able to write a logo design culture book. That is the big challenge for the researchers in this field.

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# To Design a Signage Graphic Language

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## Abstract

**Problem Statement:** To design a special language without words is not an easy work. The „voice of signs, symbols and pictograms” it is a voice which breaks the boundaries of a spoken language because it speaks only using graphics. We name it the graphic spoken language. **Purpose of Study:** To realize a signage system is to create a connection between the sign and the public. We are interested to develop some principles to design pictograms and, of course, to suggest other new into a signage system. And to have answers to some questions, such as: a) What is a signage system? and b) What is „the special language design” for this creative work to draw pictograms? **Methods:** Our researches were conducted to an analyze concerning pictograms all over the world in a few domains to discover the most appropriate graphics that could be easily understood. In this universe of pictograms we have analyzed just a few pictograms, as regards their use and representation. **Finding and Results:** Due to this study, we have accumulated a lot of information regarding pictograms. After this „trip” in the interesting world of graphic representations through pictograms is clear that a unique graphic language is very difficult to achieve for the entire world. **Conclusions:** Designing of classic and digital pictograms means solid knowledge of graphics, creativity, world culture and the aptitude to do it. To create such a language means no words, no sounds, no grammar, only graphic. In this paper we have tried to identify some important principles to create them.

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