

**EGE UNIVERSITY**  
**FACULTY OF FINE ARTS, DESIGN AND ARCHITECTURE**  
**DEPARTMENT OF VISUAL COMMUNICATION DESIGN**  
**PROGRAM INFORMATION**

Course Code	Course	Course Type	Year	Semester	ECTS
	Art and Creativity	Compulsary	2	1	5

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Exploring, experiencing the relationship of art and creativity.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Understanding creativity in Visual Arts</li> <li>2. Comparing art works in different areas</li> <li>3. Ability to analyse works of art</li> <li>4. Ability to relate creativity and art</li> <li>5. Understanding the methods of creativity.</li> </ol>
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes exploring and experiencing the relationship between art and creativity.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and applications to be made	Research	
2	Theories of creativity	Research	
3	Theories of creativity	Review and analysis	
4	Theories of creativity	Review and analysis	
5	Creativity in Contemporary Art	Lecture	
6	Creativity in Contemporary Art	Lecture	
7	Creativity in Contemporary Art	Lecture	
8	Midterm Exam		
9	Creativity in socio-cultural perspective	Lecture	
10	Creativity in socio-cultural perspective	Lecture	
11	Creativity in socio-cultural perspective	Lecture	
12	Performance arts and creativity	Lecture	
13	Performance arts and creativity	Lecture	
14	Installation	Lecture	

15	Installation	Lecture	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Adair, John Eric. The Art of Creative Thinking: How to be Innovative and Develop Great Ideas. London; Philadelphia: Kogan Page, 2007  
 Joe Lau & Jonathan Chan. Critical Thinking Web, Module: Creative Thinking

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	5	70
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>15</b>	<b>156</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4												5				
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high

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**PROGRAM INFORMATION**

Course Code	Course	Course Type	Year	Semester	ECTS
	Computer Aided Graphic Design	Compulsary	2	1	6

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	To be able to use design programs.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1. Learning Computer Hardware 2. Using the basic design software 3. Producing design in digital environment 4. Comparison of traditional tools with design software 5. Transferring creative thinking to digital media.
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes the ability to use basic design programs.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and applications to be made	Research	
2	Computer Aided Graphic Design Application Techniques	Research	
3	Computer Aided Graphic Design Application Techniques	Review and analysis	
4	Introduction to Photoshop	Review and analysis	
5	Introduction to Photoshop	Studio work and homework	
6	Learning Photoshop tools	Studio work and homework	
7	Learning Photoshop tools	Studio work and homework	
8	Midterm Exam		
9	Photoshop applications	Studio work and homework	
10	Photoshop applications	Studio work and homework	
11	Photoshop applications	Studio work and homework	
12	Photoshop applications	Studio work and homework	
13	Photoshop applications	Research	
14	Project Development	Studio work and homework	

15	Project Development	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Photoshop CS. Özge Mardi Bayar, 3. Baskı, İstanbul: Kodlab Yayınları. 2013

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	7	98
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>15</b>	<b>180</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4											5					
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high

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**PROGRAM INFORMATION**

Course Code	Course	Course Type	Year	Semester	ECTS
	Photography and Video Techniques	Compulsary	2	1	5

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Using the photograph as a visual tool in multimedia projects.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. To define the basic principles and concepts of photography</li> <li>2. To evaluate photography applications in terms of basic principles and techniques</li> <li>3. To develop a technical and aesthetic understanding of photography</li> <li>4. To use photographic methods and techniques</li> <li>5. Understanding image techniques.</li> </ol>
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	To use basic concepts and application techniques of photography.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and applications to be made	Research	
2	History of Photography	Research	
3	Learning the photographic equipment	Review and analysis	
4	Learning the photographic equipment	Review and analysis	
5	Preparing the camera for shooting	Studio work and homework	
6	Light	Studio work and homework	
7	Color	Studio work and homework	
8	Midterm Exam		
9	Focus	Studio work and homework	
10	Aesthetic perception	Studio work and homework	
11	Shutter-Aperture Combination	Studio work and homework	
12	Lenses	Studio work and homework	
13	Indoor shooting	Research	
14	Outdoor shooting	Studio work and homework	

15	Focus	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Sözen, M. Fotoğrafçılığa Giriş; Detay Yayıncılık, 2003, ISBN: 9799758326562

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	5	70
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>15</b>	<b>156</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4												5				
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high

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Course Code	Course	Course Type	Year	Semester	ECTS
	Typography I	Compulsary	2	1	6

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Understanding the basics of typography.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Understanding the basic typography concepts</li> <li>2. Recognizing serif qualified and serif-free type characters</li> <li>3. Making a space work on texts</li> <li>4. Recognizing Letter Anatomy</li> <li>5. Recognizing type characters.</li> </ol>
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Covers the basics of typography and typographic analysis.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and applications to be made	Research	
2	Introduction to Typography	Research	
3	Historical development of typography	Review and analysis	
4	Typography terms	Review and analysis	
5	Letter anatomy	Studio work and homework	
6	Letter anatomy	Studio work and homework	
7	Letter anatomy	Studio work and homework	
8	Midterm Exam		
9	Classification of typewritten characters	Studio work and homework	
10	Classification of typewritten characters	Studio work and homework	
11	Classification of typewritten characters	Studio work and homework	
12	Classification of typewritten characters	Studio work and homework	
13	Typography Designers	Research	
14	Project Development	Studio work and homework	

15	Project Development	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Tam benim Tipim, Simon Garfield, Domingo yayınevi  
Çağdaş Tipografinin Temelleri, Namık Kemal Sarıkavak

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	7	98
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>15</b>	<b>180</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4												5				
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high



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Course Code	Course	Course Type	Year	Semester	ECTS
	Visual Communication Design Studio I	Compulsary	2	1	8

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Understanding the basic principles of aesthetic formation such as observation, research, conceptual thinking and abstraction.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Applying the basic rules of visual communication design with universal values 2- Ability to produce graphical analysis of indicators such as signs, symbols, icons 3- Making technical applications related to material selection and usage in design 4- Ability to visually express conceptual and imaginary subjects in a creative way 5- To be able to interpret environment, objects and design products in the field of Visual Communication Design.
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes the creation and application of visual communication language.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and applications to be made	Research	
2	Introduction to Visual Communication Design	Research	
3	Introduction to Visual Communication Design	Review and analysis	
4	The concept and process of Visual Communication, the importance of design in Modern Life	Review and analysis	
5	Project development	Studio work and homework	
6	Project development	Studio work and homework	
7	Project development	Studio work and homework	
8	Midterm Exam		
9	Project development	Studio work and homework	
10	Project development	Studio work and homework	
11	Project development	Studio work and homework	
12	Project development	Studio work and homework	
13	The critics of the projects	Research	

14	Project development	Studio work and homework	
15	Project development	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Tevfik Fikret Uçar, Görsel İletişim ve Grafik Tasarım, İstanbul; İnkılap Yayınevi, 2004  
ISBN: 975-10-2164-2  
Emre Becer, İletişim ve Grafik Tasarım, İstanbul; Dost Yayınevi, 1999  
ISBN: 975-7501-09-3

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	11	154
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>19</b>	<b>240</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4											5					
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high

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**PROGRAM INFORMATION**

Course Code	Course	Course Type	Year	Semester	ECTS
	Advanced Photography Techniques	Compulsary	2	2	5

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Using the studio equipment effectively.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Effective use of studio materials</li> <li>2. To shoot different materials</li> <li>3. Producing creative compositions</li> <li>4. Understanding the effects of light on objects</li> <li>5. Preparing creative shooting plans.</li> </ol>
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	To use the frame to interpret photos and digital works differently.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and applications to be made	Research	
2	Introduction: Specifying the content, purpose and target of the course and applications to be made	Research	
3	Studio equipment	Review and analysis	
4	Studio shooting techniques	Review and analysis	
5	Exposure metering	Studio work and homework	
6	Portrait lighting	Studio work and homework	
7	Portrait work in the studio environment	Studio work and homework	
8	Midterm Exam		
9	Creative lighting	Studio work and homework	
10	Macro shooting	Studio work and homework	
11	Food shooting	Studio work and homework	
12	Bright subject shooting	Studio work and homework	
13	Glass object shooting	Research	
14	Project planning and visual project draft	Studio work and homework	

15	Completion and presentation of projects	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Kalfagil, S.; Fotoğrafın Yapısal Öğeleri ve Fotoğraf Sanatında Kompozisyon;Fotoğrafevi Yayınları, 2012, ISBN: 9789759808978

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	5	70
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>15</b>	<b>156</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4												5				
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high

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Course Code	Course	Course Type	Year	Semester	ECTS
	Multimedia Applications	Compulsary	2	2	6

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	To be able to use multimedia design programs.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Using multimedia design software 2- Transferring creative thinking to digital media 3- To be able to control multimedia elements and use them effectively 4- To analyze the tools of educational and instructional media 5- Converting two-dimensional designs into animation in multiple environments.
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes the ability to use multimedia design programs.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Introduction: specifying the content, purpose and target of the course and applications to be made	Research	
2	Timeline and animation	Research	
3	Project planning and visual project draft	Review and analysis	
4	Animation application techniques	Review and analysis	
5	Animation applications with Adobe After Effects	Studio work and homework	
6	Animation applications with Adobe After Effects	Studio work and homework	
7	Animation applications with Adobe After Effects	Studio work and homework	
8	Midterm Exam		
9	Timeline and preparation techniques of visual presentation	Studio work and homework	
10	Project reviews and applications	Studio work and homework	
11	Introduction to Adobe Premiere	Studio work and homework	
12	Editing videos with Adobe Premiere	Studio work and homework	
13	Editing videos with Adobe Premiere	Research	
14	Project planning and visual project draft	Studio work and homework	

15	Completion and presentation of projects	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Andleigh, P.K. , Thakrar, K.; Multimedia systems design; Prentice Hall, 1995, ISBN: 978-0130890955  
 Öztürk, A., Perkme, S.; Multimedya ve Görsel Tasarım; Profil Yayıncılık, 2009, ISBN: 9789759962319

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	7	98
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>15</b>	<b>180</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4											5					
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high

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Course Code	Course	Course Type	Year	Semester	ECTS
	Semiotics in Design	Compulsary	2	2	5

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Teaching the theories and principles of semiotics.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Defining semiology 2- Learning the theorists of semiotics 3- Learning the features of semiotics and the basic concepts used in semiology 4- Ability to create and analyze signs in design 5- To be able to make semiotic analysis in advertising, cinema and television.
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Covers the relationship between theories and principles of semiotics and design.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and the applications to be made	Research	
2	Basic Concepts of Semiology	Research	
3	Semiology Theorists	Review and analysis	
4	Charles Sanders Pierce	Review and analysis	
5	Ferdinand De Saussure Roland Barthes	Lecture	
6	Roland Barthes	Lecture	
7	Denotation, connotation	Lecture	
8	Midterm Exam		
9	Barthes and advertising analysis	Lecture	
10	Barthes and advertising analysis	Lecture	
11	Barthes and advertising analysis	Lecture	
12	Analyzing media stories	Lecture	

13	Analyzing media stories	Research	
14	Photograph, picture, story, analysis	Lecture	
15	Photograph, picture, story, analysis	Lecture	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Kalfagil, S.; Fotoğrafın Yapısal Öğeleri ve Fotoğraf Sanatında Kompozisyon;Fotoğrafevi Yayınları, 2012, ISBN: 9789759808978

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	5	70
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>15</b>	<b>156</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4											5					
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high



**EGE UNIVERSITY**  
**FACULTY OF FINE ARTS, DESIGN AND ARCHITECTURE**  
**DEPARTMENT OF VISUAL COMMUNICATION DESIGN**  
**PROGRAM INFORMATION**

Course Code	Course	Course Type	Year	Semester	ECTS
	Typography II	Compulsary	2	2	6

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Producing typographic designs.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Researching typographic poster designs</li> <li>2. Two-dimensional typographic design</li> <li>3. Original letter design</li> <li>4. Original font character design</li> <li>5. Examining the 3D letter anatomy.</li> </ol>
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Covers the production of typographic designs.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and applications to be made	Research	
2	Usage areas of typography in graphic design	Research	
3	Usage areas of typography in graphic design	Review and analysis	
4	Usage areas of typography in graphic design	Review and analysis	
5	Creation of original letter Anatomy	Studio work and homework	
6	Creation of original letter Anatomy	Studio work and homework	
7	Creation of original letter Anatomy	Studio work and homework	
8	Midterm Exam		
9	Research for font character design	Studio work and homework	
10	Research for font character design	Studio work and homework	
11	Research for font character design	Studio work and homework	
12	Font character design	Studio work and homework	
13	Font character design	Research	
14	Font character design	Studio work and homework	

15	Font character design	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Tam benim Tipim, Simon Garfield, Domingo yayınevi  
Çağdaş Tipografinin Temelleri, Namık Kemal Sarıkavak

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	7	98
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>15</b>	<b>180</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4												5				
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high

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**PROGRAM INFORMATION**

Course Code	Course	Course Type	Year	Semester	ECTS
	Visual Communication Design Studio II	Compulsary	2	2	8

<b>Prerequisites</b>	None
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<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Defining and solving design problems with Visual Communication Design discipline.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- To define design problems 2- Solving design problems 3 - Using design research methods 4 - To express an idea visually 5 - Presenting the design product effectively.
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes the creation and implementation of visual communication language.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course and applications to be made	Research	
2	Project development	Research	
3	Project development	Review and analysis	
4	Project development	Review and analysis	
5	Project development	Studio work and homework	
6	Project development	Studio work and homework	
7	The critics of the projects	Studio work and homework	
8	Midterm Exam		
9	Project development	Studio work and homework	
10	Project development	Studio work and homework	
11	Project development	Studio work and homework	
12	Project development	Studio work and homework	
13	The critics of the projects	Research	
14	Project development	Studio work and homework	

15	Project development	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Tevfik Fikret Uçar, Görsel İletişim ve Grafik Tasarım, İstanbul; İnkılap Yayınevi, 2004  
ISBN: 975-10-2164-2  
Emre Becer, İletişim ve Grafik Tasarım, İstanbul; Dost Yayınevi, 1999  
ISBN: 975-7501-09-3

#### Planned Learning Activities and Methods

Activities are given in detail in the "Evaluation" and "Workload Calculation" sections.

#### EVALUATION

Semester (Year) Activities	Unit	Valuation
Midterm Exam	1	100
<b>Total</b>		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
<b>Total</b>		100
<b>Semester (Year) Activities</b>		<b>40</b>
<b>Semester (Year) Final Activities</b>		<b>60</b>
<b>TOTAL</b>		<b>100</b>

#### LANGUAGE OF THE COURSE

Turkish

#### INTERNSHIP STATUS

None

#### WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Work Load (Hours)
Midterm Exam	1	1	1
Final Exam	1	1	1
Attendance to the Course	14	6	84
Application / Practice	14	11	154
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>19</b>	<b>240</b>

#### RELATION OF THE LEARNING OUTCOMES OF THE COURSE WITH THE PROGRAM COMPETENCIES

	* Contribution Level															
	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
LO1	4									5						
LO2			4													
LO3		5			4											
LO4												5				
LO5									5							5

\*Contribution Level: 1 very low, 2 low, 3 moderate, 4 high, 5 very high