

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

Course Code	Course	Course Type	Year	Semester	ECTS
	New Media Applications	Compulsary	3	1	6

Prerequisites	None
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Course Level	Bachelor
Aim of the Course	To produce new media content.
Teaching Staff/Staffs	
Learning Outcomes	1- To be able to produce internet content 2- Using new media tools effectively 3- Conducting appropriate research for new media tools 4- Understanding the differences between the Internet and other communication channels 5- Understanding the creative methods in new media.
Type of Study	Formal Education
Other Subjects Recommended for the Course	None
Content of the Course	Includes creating new media content by using design tools.

WEEKLY DETAILED COURSE CONTENT

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course	Research	
2	The legal and ethical dimensions of the Internet	Research	
3	The ethical dimensions of the Internet	Review and analysis	
4	Preparing Web Pages	Review and analysis	
5	Preparing Web Pages	Studio work and homework	
6	News website design and navigation	Studio work and homework	
7	Internet and typography	Studio work and homework	
8	Midterm Exam		
9	Use of internet and multimedia features	Studio work and homework	
10	Use of internet and multimedia features	Studio work and homework	
11	Use of internet and multimedia features	Studio work and homework	
12	Interactive design in new media	Studio work and homework	
13	Interactive design in new media	Research	
14	Project development	Studio work and homework	
15	Project development	Studio work and homework	

16	Final Exam		
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Textbook / Material / Recommended Reading

Yeni İletişim Teknolojileri ve Medya. IPS İletişim Vakfı Yayınları:İstanbul.
Timisi, N. 2003. Yeni İletişim Teknolojileri ve Demokrasi. Ankara:Dost.

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
Total		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
Total		100
Semester (Year) Activities		40
Semester (Year) Final Activities		60
TOTAL		100

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
TOTAL WORK LOAD (Hours)	30	15	180

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 III	Compulsary	3	1	8

Prerequisites	None
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Course Level	Bachelor
Aim of the Course	To produce visual communication design projects.
Teaching Staff/Staffs	
Learning Outcomes	1- To be able to do conduct targeted mass research 2- Providing solutions to design problems 3- To benefit from design research methods 4- To express an idea visually 5- Presenting the design product effectively.
Type of Study	Formal Education
Other Subjects Recommended for the Course	None
Content of the Course	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	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; İnkilap 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
Total		100
Semester (Year) Final Activities	Unit	Valuation
Final Exam	1	100
Total		100
Semester (Year) Activities		40
Semester (Year) Final Activities		60
TOTAL		100

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
TOTAL WORK LOAD (Hours)	30	19	240

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
	Media and Society	Compulsary	3	2	6

Prerequisites	None
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Course Level	Bachelor
Aim of the Course	To analyze the dynamics between social issues and media.
Teaching Staff/Staffs	
Learning Outcomes	1- Understanding the importance of concepts and conceptual thinking 2- Gaining an overview of communication ethics 3- Evaluation of oral culture and its emergence process 4- Examining the cultural differences of the pre-and post-printing period 5- Understanding the social functions and effects of the image in the media.
Type of Study	Formal Education
Other Subjects Recommended for the Course	None
Content of the Course	Covers the relationship between media and society.

WEEKLY DETAILED COURSE CONTENT

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course	Research	
2	Media institutions and their place in society	Research	
3	Media institutions and their place in society	Review and analysis	
4	Media and violence	Review and analysis	
5	Media and violence	Lecture	
6	Media and gender	Lecture	
7	Media and gender	Lecture	
8	Midterm Exam		
9	Media and design	Lecture	
10	Media and design	Lecture	
11	Globalization	Lecture	
12	Globalization	Lecture	
13	Media and Ethics	Research	
14	Media and Children	Lecture	
15	Media and Social Responsibility	Lecture	

16	Final Exam		
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Textbook / Material / Recommended Reading

Burton, G. (2005). Media and Society: Critical perspectives, pp.5-26.

Planned Learning Activities and Methods

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EVALUATION

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

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
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	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

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Course Code	Course	Course Type	Year	Semester	ECTS
	Visual Communication Design Studio IV	Compulsary	3	2	8

Prerequisites	None
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Course Level	Bachelor
Aim of the Course	To produce visual communication design projects.
Teaching Staff/Staffs	
Learning Outcomes	1- Original design production 2- To be able to conduct targeted mass research 3- Solving design problems 4- To express an idea visually 5- Presenting the design product effectively.
Type of Study	Formal Education
Other Subjects Recommended for the Course	None
Content of the Course	To produce project-oriented projects and to design the design process.

WEEKLY DETAILED COURSE CONTENT

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course	Research	
2	Understanding the design problem	Research	
3	Generating solutions for the design problem	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

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

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
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	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

