

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

Course Code	Course	Course Type	Year	Semester	ECTS
	Big Data	Elective	4	1	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	To associate large data and visual communication design.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Defining big data 2- Establishing the relationship between big data and privacy 3- Big data and visual communication design to associate 4- Associating big data and new media tools 5- Understanding the location of big data in design
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	It is intended for defining and comprehending big data.

**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 big data	Research	
3	Introduction to big data	Review and analysis	
4	Big data and media	Lecture	
5	Big data and media	Lecture	
6	Big data and mobile applications	Lecture	
7	Big data and mobile applications	Lecture	
8	Midterm Exam		
9	Big data and privacy	Lecture	
10	Big data and privacy	Lecture	
11	Big data and privacy	Lecture	
12	Big data and design	Lecture	
13	Big data and design	Lecture	
14	Big data and design	Lecture	

15	Big data and design	Lecture	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Büyük Veri İş Başında - Bernard Marr, MediaCat Kitapları

#### 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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Contemporary Art Movements	Elective	4	1	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Understanding of contemporary art movements.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Learning the basic concepts of art movements 2- To associate with the basic art movements before contemporary art movements 3- Examining the social effects of art movements 4- understanding the characteristics of contemporary art movements 5- Understanding the place of art movements in 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 interpretation and evaluation in line with contemporary art movements.

**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	Movements before Contemporary Art Movements	Research	
3	Movements before Contemporary Art Movements	Review and analysis	
4	General characteristics of Impressionism	Lecture	
5	General characteristics of Cubism movements	Lecture	
6	General characteristics of futurism	Lecture	
7	General characteristics of Fauvism movement	Lecture	
8	Midterm Exam		
9	General characteristics of the Suprematism movement	Lecture	
10	General characteristics of Kinesthetic Art movement	Lecture	
11	General evaluation of contemporary trends	Lecture	
12	General evaluation of contemporary trends	Lecture	
13	General evaluation of contemporary trends	Lecture	
14	General evaluation of contemporary trends	Lecture	

15	General evaluation of contemporary trends	Lecture	
16	Final Exam		

#### Textbook / Material / Recommended Reading

LYNTON Norbert, Modern Sanatın Öyküsü, 2. Basım, Remzi Kitapevi, İstanbul, 1991, RONA Zeynep, (Edit.), 1-2-3, Yem Yayın İstanbul, 1997 Eczacıbaşı Sanat Ansiklopedisi

#### 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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</b>

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

	* Contribution Level					PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16
	PC1	PC2	PC3	PC4	PC5											
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
	Experimental Design Studio_I	Elective	4	1	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Making research and experimental design applications to develop creative ideas.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Understanding the concept of experimental design 2-To be able to make experimental design 3-To associate experimental design with visual communication design 4- Experimental design project development 5-Defining the materials to be used in the design phase
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	To make research and experimental design practices in order to develop creative ideas.

**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 experimental design	Research	
3	Examples of experimental design	Review and analysis	
4	Examples of experimental design	Studio work and homework	
5	Experimental design and visual communication	Studio work and homework	
6	Experimental design and visual communication	Studio work and homework	
7	Experimental design and typography	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	Project development	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

How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World, Michael Bierut , Harper Design

#### 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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Information Design	Elective	4	1	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Visualizing information, data and knowledge as visually easily understandable, informative and aesthetic design solutions.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- To have innovative and systematic thinking 2- To be able to collect, organize and present information 3- To To make information easily clarified 4- To be able to edit different types of information and content in a visual way 5- Visualization of information
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	To design applications that enable communication of information such as statistical and scientific data, maps and routing at a professional level in electronic environment.

**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	Course description, necessity and application form	Research	
3	Examination of project topics and seminar	Review and analysis	
4	Drafting sketches	Studio work and homework	
5	Final work from the drafts	Studio work and homework	
6	Examination of project topics and seminar	Studio work and homework	
7	Course description, necessity and application form	Studio work and homework	
8	Midterm Exam		
9	Final work from the drafts	Studio work and homework	
10	Final work from the drafts	Studio work and homework	
11	Examination of project topics and seminar	Studio work and homework	
12	Drafting sketches	Studio work and homework	
13	Final work from the drafts	Research	
14	Final work from the drafts	Studio work and homework	

15	Final work from the drafts	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Information Design Source Book, IIDj Institute for Information Design Japan,2005

#### 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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Marketing Strategies and Advertising	Elective	4	1	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	To learn about marketing strategies and associate them with advertising.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Marketing-oriented advertising project development 2-Advertising campaign development 3-Managing an advertising campaign 4- Selecting appropriate marketing strategy 5-Understanding the relationship between advertising and marketing strategies
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes information about marketing strategies and the association with advertising.

**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 Marketing Strategies	Research	
3	Marketing Strategies	Review and analysis	
4	Marketing Strategies	Lecture	
5	Marketing Strategies	Lecture	
6	Marketing strategies in advertising	Lecture	
7	Marketing strategies in advertising	Lecture	
8	Midterm Exam		
9	Marketing strategies in advertising	Lecture	
10	Marketing strategies in advertising	Lecture	
11	Marketing-oriented advertising project development	Lecture	
12	Marketing-oriented advertising project development	Lecture	
13	Marketing-oriented advertising project development	Lecture	
14	Marketing-oriented advertising project development	Lecture	

15	Marketing-oriented advertising project development	Lecture	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Dijital Pazarlama Stratejileri, Koray Odabaşı, Cinius yayınları

#### 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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Sound Design	Elective	4	1	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Teaching sound recording, editing and mixing methods for film, advertising, animation and similar media.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1 - To be able to define the basic concepts related to sound design 2 - To have knowledge about the history and development stages of sound design 3 - To have an idea about sound design tools 4 - To have knowledge about recording techniques 5- Understanding the importance of sound design in animation
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Covers audio recording, editing and mixing methods for film, advertising, animation and similar media.

**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	What is Sound Design?	Research	
3	Historical Development of Sound Design	Review and analysis	
4	Historical Development of Sound Design	Studio work and homework	
5	Sound Processors	Studio work and homework	
6	Sound Processors	Studio work and homework	
7	Microphone types and working principles, application areas.	Studio work and homework	
8	Midterm Exam		
9	Recording Techniques	Studio work and homework	
10	Recording Techniques	Studio work and homework	
11	Recording Techniques	Studio work and homework	
12	Animation and Sound	Studio work and homework	
13	Animation and Sound	Research	
14	Animation and Sound	Studio work and homework	

15	Animation and Sound	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Stanley R. Alten, Recording and Producing Audio for Media, Cengage Learning

#### 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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Experimental Design Studio_II	Elective	4	2	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Research and advanced experimental design practices to develop creative ideas.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1-Understanding abstraction in experimental design 2- To be able to analyze experimental design examples 3-To associate experimental design with visual communication design 4- Experimental design project development 5-Defining the materials to be used in the design phase
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	It is intended to make advanced experimental design applications.

**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	Experimental design and sound	Research	
3	Experimental design and sound	Review and analysis	
4	Experimental design and sound	Studio work and homework	
5	Experimental design and motion graphics	Studio work and homework	
6	Experimental design and motion graphics	Studio work and homework	
7	Experimental design and performance	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	Project development	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**

How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World, Michael Bierut , Harper Design

**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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Interdisciplinary Arts	Elective	4	2	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Understanding interdisciplinary art approaches in the context of causality.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- To be able to critique art, design and photography on an interdisciplinary level 2- Making interdisciplinary academic research 3- Identifying ethical problems in the field of art and design 4- Developing critical thinking skills in the fields of art and design 5- Developing interdisciplinary academic writing skills
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	To be able to comprehend interdisciplinary approaches to art.

**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	What is art?	Research	
3	Interdisciplinarity	Review and analysis	
4	Interdisciplinarity and basic concepts	Lecture	
5	Interdisciplinarity and basic concepts	Lecture	
6	Interdisciplinarity and basic concepts	Lecture	
7	Review and discussion of sample work	Lecture	
8	Midterm Exam		
9	Review and discussion of sample work	Lecture	
10	Review and discussion of sample work	Lecture	
11	Review and discussion of sample work	Lecture	
12	The relationship between art and visual communication design	Lecture	
13	The relationship between art and visual communication design	Lecture	
14	The relationship between art and visual communication design	Lecture	

15	The relationship between art and visual communication design	Lecture	
16	Final Exam		

**Textbook / Material / Recommended Reading**

Owens, Craig "Beyond Recognition: Representation, Power and Culture"

**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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Kinetic Typography	Elective	4	2	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Creating Kinetic typography design
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Font design 2- Using the font as a visual element 3- To be able to read about font design and typography 4- Designing animated text character design 5- To be able to create suitable typography to be used in mobile design.
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes applications of kinetic typography.

**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	Examples of kinetic type	Research	
3	Research, collecting information, preparing sketches	Review and analysis	
4	Preparation of draft	Studio work and homework	
5	Draft critique	Studio work and homework	
6	Project development	Studio work and homework	
7	Project development	Studio work and homework	
8	Midterm Exam		
9	Research, information collection, sketching	Studio work and homework	
10	Preparation of draft	Studio work and homework	
11	Draft critique	Studio work and homework	
12	Project development	Studio work and homework	
13	Project development	Research	
14	Research, information collection, sketching	Studio work and homework	

15	Research, information collection, sketching	Studio work and homework	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Haley, Allan (1990) ABC's of Type. New York: Watson-Guption Publications.\* Solomon, Martin (1990) The Art of Typography. New York: Watson-Guption Publications.\* Nelson, Roy Paul (1987) Publication Design. Iowa: WM. C. Brown Publishers.\* Conover, E. Theodore (1985) Graphic Communication Today. USA: West Pub. Co.\* March, Marion (1988) Creative Typography. Oxford: Phaidon

#### 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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Media and Ethics	Elective	4	2	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	Recognizing the ethical problems in the media and develop solutions.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- To analyze the reasons for the emergence of unethical practices in the media 2- Associating media and ethical concepts 3- Developing awareness on non-ethical examples 4- To produce solutions for ethical problems 5- Understanding media and Ethics in design
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes understanding the concepts of media and ethics.

**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 ethics	Research	
3	Media and Ethics	Review and analysis	
4	Media and Ethics	Lecture	
5	Image Ethics	Lecture	
6	Image Ethics	Lecture	
7	Image Ethics	Lecture	
8	Midterm Exam		
9	Contemporary theoretical approaches to the concept of ethics	Lecture	
10	Contemporary theoretical approaches to the concept of ethics	Lecture	
11	Contemporary theoretical approaches to the concept of ethics	Lecture	
12	Contemporary theoretical approaches to the concept of ethics	Lecture	
13	Media and privacy	Lecture	
14	Media and privacy	Lecture	

15	Media and privacy	Lecture	
16	Final Exam		

#### Textbook / Material / Recommended Reading

Büyük Veri İş Başında - Bernard Marr, MediaCat Kitapları

#### 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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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
	Semiotics Analysis	Elective	4	2	4

<b>Prerequisites</b>	None
----------------------	------

<b>Course Level</b>	Bachelor
<b>Aim of the Course</b>	To be able to comprehend the application fields of semiotics and perform semiotic analysis.
<b>Teaching Staff/Staffs</b>	
<b>Learning Outcomes</b>	1- Comprehend semiotic analysis methods 2- Understanding the functions of signs 3- To be able to perform semiotic analysis 4-To be able to use semiotic terminology 5- Relating visual culture with design issues in terms of semiotics
<b>Type of Study</b>	Formal Education
<b>Other Subjects Recommended for the Course</b>	None
<b>Content of the Course</b>	Includes application fields of semiotics and examples of semiotic analysis.

**WEEKLY DETAILED COURSE CONTENT**

Week	Topics	Application	Laboratory
1	Specifying the content, purpose and target of the course	Research	
2	Communication models	Research	
3	Meaning-making	Review and analysis	
4	Meaning-making	Lecture	
5	Meaning-making	Lecture	
6	Reading Images	Lecture	
7	Reading Images	Lecture	
8	Midterm Exam		
9	Reading Advertisements	Lecture	
10	Reading Advertisements	Lecture	
11	Reading Advertisements	Lecture	
12	Reading Advertisements	Lecture	
13	Semiotics and trademark culture	Lecture	
14	Semiotics and trademark culture	Lecture	
15	Semiotics and trademark culture	Lecture	

16	Final Exam		
----	------------	--	--

**Textbook / Material / Recommended Reading**

Semiotics: The Basics. New York: Routledge. Cobley, P. (ed.) (2001): The Routledge Companion to Semiotics and Linguistics. London&New York: Routledge. Fiske, J. (1990): Introduction to Communication Studies. New York: Routledge.

**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	4	56
Application / Practice	14	4	62
<b>TOTAL WORK LOAD (Hours)</b>	<b>30</b>	<b>10</b>	<b>120</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