**PROGRAM DESCRIPTIONS**

**Foundation**

Founded on April 11, 2012, the Faculty was named "Faculty of Fine Arts, Design and Architecture" with the ruling dated April 8, 2016. Ege University Faculty of Fine Arts, Design and Architecture Department of Visual Communication Design, with the ruling taken at the Higher Education Council meeting dated 31/05/2018, with a quota of 60 + 2 students in the 2018-2019 academic year, with Central Placement Exam started his life. The main goal of the Visual Communication Design Department, which is the first students of the Faculty of Fine Arts, Design and Architecture, is to combine theoretical knowledge with practical applications and to train future designers with new generation communication tools. The content of the courses offered in the department has been created on the basis of science, art and technology. In the rich course content created within the scope of the program, innovations in the field of visual communication design are followed by the leading artists and designers of the field and conveyed to students through seminars and workshops. Future designer candidates who want to learn different aspects of art and design and realize these teachings in digital environments get this educational opportunity at the strongest and most established university in our country.

**Earned Degree**

Graduates who successfully complete the program by fulfilling all the requirements receive a "Bachelor's Degree in Visual Communication Design" degree.

**Level of Degree**

Bachelor

**Admission and Registration Conditions**

Student admission to the program is explained in detail under the heading "Information on the Institution" section of "General Admission Requirements".
https://ebys.ege.edu.tr/ogrenci/ebp/general-admission.htm

**Recognition of Prior Learning (formal, non-formal, formal) Rules**

The rules about the recognition of prior learning are explained under the heading "General Arrengements for Recognition of Prior Learning".
https://ebys.ege.edu.tr/ogrenci/ebp/general-arrangements.htm

**Qualification Requirements and Rules**

Successfully completing all courses in the program (equivalent to a total of 240 ECTS/AKTS) and having a grade point average of at least 2.00 out of 4.00 are the qualification requirements for graduation.

**Program Profile**

Visual Communication Design is the field that adds the ability to see and perceive to communication for multiple purposes. It is integrated with applications that combine the technology needed by mass communication and visual communication with aesthetics. It is to make use of visual communication theories, techniques and practices from all areas of traditional and new media, from print media, magazines, newspapers, posters and advertisements to corporate identity applications with creative thinking. In visual communication design, conveying a message to the target audience is based on the ability and creativity to visualize a creative idea. The visual designer uses communication tools such as creative text, images, movement and sound on new media, television, computer, smart communication tools and spaces, interface / interaction design, printed products and all communication media. In the education of this program, students focus on creative problem solving, visual thinking, gaining strong and effective communication skills, content development /conceptual thinking, corporate identity design, use of advertising media in the brand creation process.

**Occupational Profiles of Graduates (with examples)**

Our students who graduate from the Department of Visual Communication Design receive the title of "Visual Communication Designer". Our graduates will be able to produce in related units in different sectors in fields such as "motion graphic design", "mobile applications", "interface design", "interaction design", "game design", "desktop publishing", "multimedia design". They can create new job areas for themselves in the creative fields of media alternative to these careers. Students of the Visual Communication Design Department can also obtain a teaching certificate by taking pedagogical formation training from the education faculty. If the graduates of the Visual Communication Design Department meet the conditions, they can graduate in the fields of Visual Communication Design, Radio, Television and Cinema, and similar social sciences.

**Transition to Higher Degree Programs**

Candidates who have successfully completed their undergraduate education can study in graduate programs in their own or related fields. Students have to fulfill related gradute programs' application requirements such as ALES exam and having English proficiency.

**Exams, Measurement and Evaluation**

Measurement and Evaluation Principles Directive of Ege University Student Affairs Office is taken as basis in the measurement and evaluation applied for each course. https://oidb.ege.edu.tr/tr-6683/olcme_ve_degerlendirme_esaslari_yonergesi_.html

**Graduation Requirements**

Graduation conditions are explained in the "Qualification Requirements and Rules" section.

**Mode of Study (Full Time, e-learning)**

Full Time

**Address and Contact Information (Program Director, ECTS / DS Coordinator)**

Prof. Dr. Alev F. Parsa (Head of Program), alev.parsa@ege.edu.tr, Tel: 0-232-311 25 00.

Contact Adress:

Ege Üniversitesi Güzel Sanatlar, Tasarım ve Mimarlık Fakültesi Dekanlığı, Ege Üniversitesi Rektörlüğü, 35040, Bornova, İzmir.

**Department Opportunities**

Department students can take part in all kinds of club activities, social, cultural and sports activities offered by the Rectorate of Ege University. Information about these opportunities located under the heading "Ege Information Package General Information for Students". https://ebys.ege.edu.tr/ogrenci/ebp/tr/bilgi-ogrenciler.htm

There is an "Art and Design Society" that allows students to actively pursue their artistic and cultural activities. In addition, many conferences, interviews and workshops are organized, which allow successful names in the field of Visual Communication Design to meet with students.

| 1 | To be able to use visual communication design tools effectively. |
|---|---|
| 2 | To be able to solve two and three dimensional design problems. |
| 3 | To have an interdisciplinary perspective on visual communication design and to be able to use information in solving different design problems. |
| 4 | To be equipped with theoretical and practical information about visual communication design. |
| 5 | By developing a creative idea, aesthetic knowledge, skill and perception; To be able to convey an effective visual message to the target audience. |
| 6 | To have knowledge about the legal and ethical rules in the field of design. |
| 7 | Having the discipline of individual and teamwork in projects that take part as a Visual Communication Designer. |
| 8 | To be able to plan and apply a business plan and a work schedule in accordance with the requirements of professional life. |
| 9 | To have sufficient knowledge about all production processes such as shooting, image processing and editing in the field of photography and video. |
| 10 | To gain the necessary application and communication skills to present their designs effectively. |
| 11 | To be able to develop creative solutions for social responsibility projects. |
| 12 | To have the knowledge and equipment to produce design works at international level. |
| 13 | To be able to critically discuss and interpret the theories, concepts and ideas that form the basis of the field of visual communication design. |
| 14 | To be able to use digital technologies together with traditional design tools. |
| 15 | To be able to overcome the difficulties encountered in the design application process with intellectual knowledge. |
| 16 | To follow, interpret and evaluate the developments in the world and in Turkey in the field of visual communication design. |

# NATIONAL FRAMEWORK OF QUALIFICATIONS & PROGRAMME OUTCOMES

| NFQ | PROGRAM OUTCOMES | | | | | | | | | | | | | | | |
| --- | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PO13 | PO14 | PO15 | PO16 |
| Knowledge | | ■ | | ■ | | | | | | | | | | | ■ | |
| Skill | ■ | | | | | | | | | | | | | ■ | | |
| Competencies (Competence to Work Independently and Take Responsibility) | | | ■ | | | | | | | ■ | | | ■ | | | |
| Competencies (Learning Competency) | | | | | | | ■ | ■ | | | | | | | | |
| Competencies (Communication and Social Competence) | | | | | ■ | | | | | | ■ | ■ | | | | |
| Competencies (Field-Specific Competence) | | | | | | ■ | | | ■ | | | | | | | ■ |