

# **VISUAL COMMUNICATION DESIGN DEPARTMENT COURSE CONTENTS**

## **1st YEAR 1st SEMESTER**

### **TRD 109 Turkish Language-I (2 + 0 + 2) ECTS 2**

The aim of this course is to teach the structure and functioning properties of Turkish thoroughly, to have students gain the ability of Turkish, the device of written and verbal expression, in a correct and good way in terms of correlation between language and thought, to make a joiner and integrating language dominant, and train youngs that have the responsibility towards their mother tongue. The content of this course is arranged based on the principles stated in the master schedule of Higher Education Institution.

### **AIT 101 Principles of Ataturk and History of Revolutions (2 + 0 + 2) ECTS 2**

The aim of the course is to explain the reasons leading to the collapse of the Ottoman Empire, efforts to save the state, World War I, fronts, Mondros Armistice, Mustafa Kemal and Kuvay-i Milliye movement.

### **YDİ 107 English-I (2 + 0 + 2) ECTS 2**

The aim of the course is to provide students with basic grammar and speaking knowledge about English. A medium level of language learning is targeted. Within the scope of the course, subjects such as subjects, pronouns, nouns and plural structures, sign adjectives and adverbs, wide time and positive-negative-question structures, conjunctions, sign pronouns will be discussed.

### **ENF 101 Uses of Basic Computer Technologies (2 + 0 + 2) ECTS 6**

This course aims to provide the students with a basic knowledge of computer, package programs and internet usage. Introduction to information technologies, information age and information society, information systems, computer organization, operating systems, use of an operating system, use of computer input-output units, the concept of software, introduction to application software, internet and other software constitute the content of the course.

### **SOS 101 Sociology (2 + 0 + 2) ECTS 3**

The course covers how this branch of science emerged, its approaches to the subject of sociology, and its recommendations on the social events. Behavioral sciences that develop in response to dominant internalism in the beginning of the 20th century constitute the other part of this course. Within the scope of this course, environmentalist position and individualistic approach based on behavioral sciences will be discussed and evaluated.

### **GIT 101 Basic Photography (2 + 0 + 2) ECTS 2**

For the first year students who meet with photography technology, the basic technical knowledge of photography is explained theoretically and the students gain a skill by using the techniques. Small size standard machines (24x35-135) and amateur-level training, utilizing tools and equipment are developed towards professionals for graphic design. With this discipline, the student is able to use any kind of small camera, recognizing different kinds of film and paper and baths and doing their own operations.

### **GIT 103 Comparative Art History (2 + 0 + 2) ECTS 3**

In this course, the art movements in art history will start from cave paintings. Definition of art, change and differentiation of art depending on the civilizations, periods, currents in time, technical, technological and sociological factors determining them. Analysis of Western Art by civilizations, periods, trends, starting from prehistory, development of art in Turkish-Ottoman and Indian, Chinese, Japanese civilizations.

#### **GIT 105 History of Graphic Design and Visual Communication (2+0+2) ECTS 3**

In this course, where the history of graphic design, its first examples; the time period up to the present; the development of graphic arts in the world and in Turkey and the art movements it has influenced will be covered and also the historical development of visual communication and its basic language will be examined; the semiological meanings of words such as sign, symbol, icon, index and their relations with visual communication; the ability to read and interpret an image, the production of creative ideas and the ability to attribute meaning to visual concepts will be examined.

#### **GIT 107 Basic Design-I (3 + 1 + 3) ECTS 4**

Students who will take design discipline in design oriented areas; teaching the basic elements of art (lines, dots, stains, textures, etc.). Discover common values for design. Geometric areas on organic structures, inorganic structures in the areas to be formed by searching for the appropriate projects are produced. Through experimental research, students are provided with a way of thinking and thinking that a designer will need. Using digital computer programs to form the basis of visual language; pattern, field composition, dark open space relationship, texture, frame formation, shape composition, collage, stain pattern, light, shadow, color education will cover the first steps of creating lessons.

#### **GIT 109 Analytic Design I (3 + 1 + 3) ECTS 4**

Sketches will be made to teach the correct use of linear and light-dark values along with the study studies from the live model. Short term studies and instant sketches will be carried out and anatomical, structural accuracy will be in the forefront of realistic illustration.

### **1st YEAR 2nd SEMESTER**

#### **TRD 110 Turkish Language-II (2 + 0 + 2) ECTS 2**

The course continues in the first semester. Topics such as word structures, sentence information, verbal composition information, written composition information, narrative disorders, rhetoric are discussed.

#### **YDI 108 English-II (2 + 0 + 2) ECTS 2**

In this course, which is the continuation of the first semester, it is aimed to provide the students with basic grammar and speaking knowledge about English. A medium level of language learning is targeted. Within the scope of the course, the basic level of grammar will be discussed with examples from medium level.

#### **AIT 102 Principles of Ataturk and History of Revolutions -II (2 + 0 + 2) ECTS 2**

The course will be a continuation of the first semester. Ataturk's principles and reforms, the reasons leading to the collapse of the Ottoman Empire, efforts to save the state and movements, World War I, fronts, the Armistice of Mondros and the Nationalist Movement are explained.

#### **GIT 104 Introduction to Aesthetics and Art (2 + 0 + 2) ECTS 4**

The basic concepts of the introduction of the philosophy of art will be taught and the construction of the fine arts phenomenon as the return of the free thinking environment provided by the Renaissance period will be discussed. The effects of social and individual effects created by art movements on art

and art works will be mentioned. Aesthetic thought will be discussed with arguments within the framework of modernism and postmodernism.

#### **GIT 106 Media and Cultural Studies (2 + 0 + 2) ECTS 2**

This course aims to introduce the Cultural Studies approach and field which is one of the central approaches in the field of communication studies. The aim of the course is to review social theory's important debates on identity, ideology, discourse, power, and hegemony as well as the rise, rise and criticism of the field of cultural studies.

#### **GIT 112 Introduction to Communication Science (2 + 0 + 2) ECTS 2**

In this course, communication science, communication types, communication models will be discussed. In this course, it is aimed to explain the structure of communication within the framework of general communication theories, and to give information that will form the basis of communication science.

#### **GIT 102 Digital Photography (2 + 0 + 2) ECTS 3**

Technical photographic information (light, color, film, machine etc.) are explained in a versatile way, students will be given examples of artistic perspective by showing the use of photography for various purposes, photography types will be applied in practice. In this course, digital sensors, DSLR and mirrorless cameras, lens types, ISO, diaphragm, shutter speed, exposure, composition, lighting, such as technical and aesthetic information about digital photography will be transferred to students.

#### **GIT 114 Computer Aided Graphic Design (3 + 1 + 3) ECTS 5**

The content of this course is the introduction of some software used in communication industry to communication students. In addition, computer-aided design techniques are also taught to students using these software. The course includes graphic design with Adobe Photoshop and layout techniques with Page Maker. Providing professionalism in computer aided manufacturing with application projects. To be able to master the commonly used design programs. To be able to use different design programs together and to produce products form the content of the course.

#### **GIT 108 Basic Design-II (3 + 1 + 3) ECTS 4**

Surface compositions, three-dimensional designs with free material, pattern education and artistic concepts are discussed and the original artistic attitudes will be revealed by feeding each other. In this course, it is emphasized that by using computer programs in digital environment, aiming to investigate the world of objects, line, color and light are a creation and expression language in order to accurately reflect events and objects.

#### **GIT 110 Analytical Design II (3 + 1 + 3) ECTS 4**

Sketches will be made to teach the correct use of linear and light-dark values along with the study studies from the live model. Short term studies and instant sketches will be carried out and anatomical, structural accuracy will be in the forefront of realistic illustration. In addition, image design will be given weight in this period.

### **2nd YEAR 3rd SEMESTER**

#### **YDI 207 English-III (2 + 0 + 2) ECTS 2**

This course aims to enable students to use their acquired language skills and skills. It aims to develop general and academic English language skills within the program, while focusing on academic writing and speaking skills. The aim of this course is to provide students with an understanding of critical thinking in the context of academic writing.

### **GIT 201 Typography-I (3 + 1 + 3) ECTS 5**

This course aims to analyze and recognize the basic structure of letters which are the main elements of typography. In this context, besides typography history, typography terms and typography application studies will be included.

### **GIT 211 Studio Photography (2 + 0 + 2) ECTS 2**

At the end of this course, the student will learn how to make a photo studio. Students will be able to prepare a project in the context of cause and effect relationship by using the tools and equipments that should be in a studio. In addition to the information given in the course of digital photography, the course will cover the photographic processes in the studio, the parafis used in the studio, diffuser, umbrella, reflector, colored gels, equipment such as portrait, product, fashion shoot can be realized in the studio by introducing sub-titles.

### **GIT 203 Cinematography-I (2 + 0 + 2) ECTS 3**

In the cinematography course which can be named as the basis of cinema lessons, the student is able to distinguish the main components of cinematography, learn the basic concepts and explain how the meaning is created in cinema. In this context, it is aimed to comprehend how the process of creating meaning in a cinema film and storytelling is realized by focusing on cinematography components such as shooting angles-scales, lighting and composition principles.

### **GIT 205 Graphic Design-I (3 + 1 + 3) ECTS 5**

The aim of the course is to introduce the students to the art of visual communication from the history of graphic design to the present day. Graphic design products in vector and pixel-based programs from sketch, design and printing by applying the latest and technological information in the industry to transfer information.

### **GIT 207 Illustration-I (3 + 1 + 3) ECTS 5**

Human, animal figures, plant and section drawings. Creation of original illustration for use areas. Applications for creating styling styles will take place.

### **GIT 213 Space in Visual Design (2 + 0 + 2) ECTS 2**

To provide basic information about design, to teach design principles and elements in the context of creating space and to make applications to increase creative ability.

### **GIT 215 Layout Printing Technologies (2 + 0 + 2) ECTS 2**

The aim of this course is to establish the relationships between the parts in a surface. Newspapers, magazines, books and the web page which is now widely used nowadays can be considered as page design. In the course of the course, students will be able to communicate the message they want to communicate effectively in the framework of visual hierarchy, balance, visual continuity, emphasis and harmony.

### **GIT 209 Creating Corporate Identity (3 + 1 + 3) ECTS 4**

Definition and historical development of corporate identity. Sub-headings and features of the Corporate Identity. Visual elements in corporate identity design. Social and individual psychological effects of corporate identity design and the attraction power it provides. Design logic, rules and applications in a graphical analysis. Research and application studies for corporate identity design projects.

## **2nd YEAR 4th SEMESTER**

**YDI 208 English-IV (2 + 0 + 2) ECTS 2**

The aim of this course is to enable students to gain the necessary communication skills to communicate in English.

**GIT 202 Typography-II (3 + 1 + 3) ECTS 5**

Analyzing and recognizing the basic structure of letters, which are the main elements of typography, are concrete outputs of the course. In this course, which is the continuation of the first course, the use of font and font design on two-dimensional surface includes harmonization of sketches to the digital environment.

**GIT 210 Advertising and Publication Graphic Design (3 + 1 + 3) ECTS 4**

To provide the best solutions and environments for the presentation of a product, institution or service in graphic design and advertising.

**GIT 204 Cinematography-II (2 + 0 + 2) ECTS 3**

This course, which can be considered as a continuation of cinematography-I, aims to examine fiction, color and sound components by focusing on the production process of the films in the light of the information described in the first period. In this context, the major films of both the World and Turkish cinema will be examined and the theoretical knowledge obtained in the first semester will be reinforced.

**GIT 206 Graphic Design II (3 + 1 + 3) ECTS 5**

Basic graphic symbols, volume and dimension perception in graphic design and preliminary preparations for basic level logo studies; visualization of concrete and abstract concepts in basic graphical disciplines.

**GIT 208 Illustration-II (3 + 1 + 3) ECTS 5**

Human, animal figures, plant and section drawings. Creation of original illustration for use areas. Applications for creating styling styles will take place. Story illustrations will be performed on the topic.

**GIT 212 Semiotics (2 + 0 + 2) ECTS 4**

This course is organized as an introduction to semiotics. The relationship between Saussure and his successors, the *langue-parole*, *competenz-performanz* approaches, structure units, general and ritual icons, denotative and connotative meanings of the indicators. it is examined. The analysis of literary and visual narratives with semiotic analysis methods in the context of a text is the scope of this course. The re-reading of visual works such as film and television with semantic approach and examining how the meaning is formed are also covered in this course.

**GIT 214 New Media Studies (2 + 0 + 2) ECTS 2**

This course aims to introduce students to New Media and related concepts. Throughout the semester, students will have a basic knowledge of the definition, basic features, social, economic, cultural, political and legal effects of new media. They will also get a basic understanding of cyber space and will be informed about the culture, identities, tools and devices in this environment.

**3rd YEAR 5th SEMESTER****GIT 301 Internet Broadcasting (3 + 1 + 3) ECTS 4**

In the internet environment, publishing activities have gained great importance. To teach students the features that an internet news site should carry and to provide the appropriate content. GIT 303

#### **GIT 303 Animation - I (3 + 1 + 3) ECTS 4**

What is 2D animation? Learning materials of 2D animation technique will be examined, character formation, process of creating space will be transferred.

#### **GIT 305 Interactive Multimedia-I (3 + 1 + 3) ECTS 4**

Human-computer interaction. Social effects of new media. Use of text, images, motion pictures, sound and animations in various communication environments. Kinetic typography applications.

#### **GIT 307 Editing (2 + 0 + 2) ECTS 3**

Fiction process, which has a very important place in film and video production process, will be examined by taking into consideration the historical and social processes. In this context, the emergence of fiction, continuity fiction, Soviet assembly theorists, fiction in classical and contemporary narrative will be explained to the students.

#### **GIT 309 Basic HTML Information (2 + 0 + 2) ECTS 2**

With this course, students will be able to develop HTML, CSS, Java Script, JQuery processes to develop and design static web pages.

#### **GIT 315 Sociology of Art (2 + 0 + 2) ECTS 3**

In the first stage, the main area of interest, method and basic approaches of the sociology of art are discussed. Artistic features of art and sociological perspective, changing position, status, meaning, role of art and social values in the process of social evolution and aesthetic values in the art characterization of aesthetic values and other social institutions (economy, politics, religion, etc.) The relationship is looked at. The problem of universality of art is discussed and in this context, the main theories in the literature are examined. II. At the stage, the main theoretical perspectives on the origin and functions of art are discussed. In the course, special emphasis is given to the understanding that art characterization displays an open-ended paradoxical situation.

#### **GIT 317 Video Applications (3 + 1 + 3) ECTS 4**

The aim of this course is to give a practical understanding of the process of creating a video by aiming to reinforce the theoretical knowledge acquired by the students in the previous courses. Video camera types, the subjects to be considered in the current and studio shots and video aesthetics are the main subjects of this course.

#### **GIT 311 Book Design (3 + 1 + 3) ECTS 4**

Historical development and types of the book, basic principles of book design. Typographic approach and readability measures. Page layout and page weaves. Binding methods. Book production technology.

#### **GIT 313 Professional English-I (2 + 0 + 2) ECTS 2**

Developing reading, understanding and writing skills in English. In this context, topics such as interpersonal communication, mass communication, newspapers, news, news headlines, journals, radio, television, cinema, new media and photography will be discussed and the students will be able to comprehend the English terminology related to the field in oral and written texts.

### **3rd YEAR 6th SEMESTER**

### **GIT 302 Web Design (3 + 1 + 3) ECTS 4**

This course provides students with the basic principles of web design practices and HTML and CSS coding systems. This course introduces students to web standards, availability, and design for workflow and accessibility. This course explores multiple media together with students, and builds their own grid systems, providing design knowledge to the web in a more flexible and responsive design.

### **GIT 304 Animation - II (3 + 1 + 3) ECTS 4**

Introduction to 2D Animation, Animation Pattern, Animation Principles and Techniques, Character Design, Stage Design, Animation Programs 1, Cinematic Story and Screenplay.

### **GIT 306 Interactive Multimedia II (3 + 1 + 3) ECTS 4**

The aim of this course is to equip students with the necessary knowledge to conceptualize, prototype and produce multimedia projects in accordance with current industry standards. Student will be able to apply methods and principles for multimedia design processes and concept development, design interactive user interfaces and motion graphics for digital platforms and develop methods.

### **GIT 316 Communication Theories (2 + 0 + 2) ECTS 2**

The aim of the course is to help students to gain the necessary knowledge about the theories, theories and models developed so far in the field of communication. First communication models: linear models and emergence processes, other models of cultural and social functions of mass communication: the Maletzke model, the Newcomb model, the dissemination of Gerbner model innovations: the theory of diffusion, the uses and satisfaction approach, the dependency model and the information gap hypothesis, the silence theory. The topics such as the agenda-building model are discussed in the course.

### **GIT 310 Coding Training (2 + 0 + 2) ECTS 3**

21st century. and coding skills, which is one of the important skills in the world of the future, includes the process of defining problems, defining the problem, analyzing, producing the solution to the problem and stepping up the solution. In this process, producing different solutions (creativity), systematic thinking, establishing a relationship, to look at the critical, to cooperate with many skills, such as to use. Thanks to this certificate program, they will gain knowledge, skills and competence with the theoretical and practical aspects of coding in different fields.

### **GIT 308 Editing-II (2 + 0 + 2) ECTS 3**

This course, which is the continuation of Editing-I course, aims to gain the practice of theoretical knowledge in the first semester. In this context, by examining the computer programs used in the editing process, the aesthetic dimension of the fiction in both the technical and the process of creating meaning will be transferred to the students.

### **GIT 318 History of Animation Cinema (2 + 0 + 2) ECTS 4**

In line with animation film construction stages, superficial-stopmotion techniques working with the application of the artistic thinking in the dimension of realization of the film project.

### **GIT 312 Comic Book Design (3 + 1 + 3) ECTS 4**

What is Comic Book? Introduction to comic book history, examination of different schools and techniques in comics. Story and character creation process in comics. To teach storyboard and china technique in comics.

**GIT 314 Professional English-II (2 + 0 + 2) ECTS 2**

Reading, writing, listening and speaking activities that will meet the special needs of the students

**Summer Practice (0+0+0)**

Applying theoretical knowledge and skills with internship training in agencies, presses or press organizations.

**4th YEAR 7th SEMESTER****GIT 401 Art Direction (2 + 0 + 2) ECTS 3**

To adopt the understanding of Art Management and Management in Phonetic and Plastic Arts, national and international education and to ensure the continuity of the management parallel to the age.

**GIT 403 International Communication (2 + 0 + 2) ECTS 3**

The factors affecting international communication and the related communication technologies in international political, economic and cultural fields in the world will be discussed with the processes of transformation and globalization in capitalism. The students of Communication Faculty will be able to understand the importance of international communication and follow-up of current events by taking this course, the importance of following current events and their methods.

**GIT 405 Popular Culture (2 + 0 + 2) ECTS 2**

The concept of culture, mass culture and mass communication; development of popular culture; ideology and popular culture; critical approaches to popular culture; globalization and popular culture; postmodernism and popular culture; popular icons and fame concept; popular culture, entertainment concept and lifestyles; popular culture, fashion and identity; music industry and popular culture; Adorno and popular music criticism; popular culture and sports industry; popular culture and television; article discussion.

**GIT 407 Scientific Research Methods (2 + 0 + 2) ECTS 2**

The aim of this course is to make the students comprehend the philosophy of research method in social science logic, to make a connection between theory and practice and to learn the methodological foundations that they will need in their scientific studies. In this course, science and research, research dimensions, research and theory, social research process, starting from the topic selection, creating a research question, hypothesis, sample selection, measurement are included in detail. In addition, data collection tools, field application techniques, reporting and interpretation are also discussed.

**GIT 409 Visual Text Readings (2 + 0 + 2) ECTS 3**

In this course, the effects of criticism and theorists on the critical thinking and the visual structure will be examined. The course aims to introduce students to a contemporary approach to the contemporary art of modern art through a critical approach to the art of its time each week. These texts will be discussed in relation to related artworks, exhibitions and institutions and their visual status.

**GIT 415 Modeling Character Design (3 + 1 + 3) ECTS 5**

Three-dimensional modeling and animation techniques and methods. The third dimension in the vector system. Texture, light, camera and motion. In this course, it is aimed to examine how Character Design contributes not only to Film and Animation but also to Visual Expression Arts. The aim of this course is to provide a detailed analysis of the term character.



### **GIT 413 Creative Writing and Scenario (2 + 0 + 2) ECTS 3**

This course aims to examine and develop writing techniques, forms of narrative and types of expression as a way of expressing itself, and TV, advertising text and slogans for design products. Scenario types, feature films, applied and theoretical scenario writing techniques, abstract (synopsis), development (scenario), scenario, shooting scenario; finding scenarios, realization of thoughts, stages of writing scripts, structural approach to script writing, finding scenario thinking, developing ideas, writing techniques, rewriting the written scenario; The evolution of the scenario in the stages of production and construction, the scenario of the script, the scenario of the director's shooting; film and scenario comparisons, examples on the visualization of the scenario will be explained.

### **GIT 411 Space Design Knowledge and Cinema (2 + 0 + 2) ECTS 4**

One of the most important elements in the creation of visual text, space design, art management, interior and exterior design issues when designing cinematographic aspects and examining this theoretical information through film examples are the content of this course.

### **GIT 417 Campaign Visual Design (3 + 1 + 3) ECTS 5**

Determining the target audience in the context of campaign design, target audience analysis, preparation of concept sheets, analysis of pre-advertising research, development of ideas in the process of advertisement creation, preparation of preliminary drafts, preparation of typography and preparation of presentation drafts.

## **4th YEAR 8TH SEMESTER**

### **GIT 408 Graduation Project (0 + 2 + 1) ECTS 5**

It includes a design-application project that will be done by a student with a choice of design and applications supported by theoretical and visual research.

### **GIT 412 Exhibition Design (3 + 1 + 3) ECTS 4**

Development of creative thinking and application skills related to the design of exhibition products. Development of basic knowledge and visual culture of exhibition design, materials, technology and production methods. Developing students' teamwork skills.

### **GIT 402 Communication Techn. and Information (2 + 0 + 2) ECTS 2**

Students will be able to analyze social changes and transformations within the framework of communication and technologies concepts and gain the competencies to solve the new structures and functions.

### **GIT 404 Conservation of Intellectual and Artistic Works (2 + 0 + 2) ECTS 3**

To explain the main debates in the field of media and ethics with historical, conceptual and theoretical development, to determine the difference between ethics, morality and law, to examine the ethical issue in the context of political, economic and organizational dynamics of the media. In doing so, the concept of advertising ethics in particular is examined.

### **GIT 406 Digital Culture (2 + 0 + 2) ECTS 3**

In this course, "digital culture" which will be examined as a whole will be examined by taking into consideration the digital developments that make itself felt in every field from private life, business life, economy to management, from health to education, from politics to entertainment, from art to media.

**GIT 416 Portfolio Design (3 + 1 + 3) ECTS 4**

Printed and digital presentation formats for visualization, protection and display in visual communication design. Original portfolio designs.

**GIT 418 Sound Design (2 + 0 + 2) ECTS 3**

Sound design which is one of the post-production stages of the process of creating a visual text, the needs to be taken into consideration when designing sound, sound types, sound recording processes, mixing processes and examination of the contribution which is created visually by the sound generation constitute the content of this course.

**GIT 414 Advertising Film Production (3 + 1 + 3) ECTS 4**

Identifying the general content of advertising, audience analysis, media planning and customer representation. Transforming thought into advertising in advertising. Advertising films, narrative forms and their contents. Relationship between visual style choice and target audience. Advertising film applications.

**GIT 420 Fantasy and Mythology (2 + 0 + 2) ECTS 2**

Mythology as a means of communication in order to bring order to societies and at the same time as the source of the first symbols and personification with linguistic features. Evaluation of changing meaning and usage purposes within the periods. Recognize mythology with intercultural transitions. Recognize and compare different myths from each other. Understand and interpret mythology with linguistic features. In this context, the relation between fantasy and mythology is discussed in this course.