

İŞIK UNIVERSITY
FACULTY OF FINE ARTS
VISUAL COMMUNICATION DESIGN DEPARTMENT
UNDERGRADUATE COURSE CONTENTS (2020-2021)

COMPULSORY COURSES

1st YEAR

GİTA 1101 Life Drawing I (3+0+1) ETCS 4

(GİTA 1101 Desen I)

Still life nature pattern studies in fiction. Drawings of the human body: hands, head (portrait), foot surveys, model (nude model), design drawings, in line with internal and external forms of artistic anatomy research. Drawings of body in motion. Study on line, shape, light and dark tonal values such as drawings and models applied in different studies and examination of different compositions.

GİTA 1102 Life Drawing II (3+0+1) ETCS 4

(GİTA 1102 Desen II)

Still life nature pattern studies in fiction. Drawings of the human body: hands, head (portrait), foot surveys, model (nude model), design drawings, in line with internal and external forms of artistic anatomy research. Drawings of body in motion. Study on line, shape, light and dark tonal values such as drawings and models applied in different studies and examination of different compositions.

GİTA 1105 Basic Design in Computer I (3+0+0) ETCS 5

(GİTA 1105 Bilgisayarda Temel Tasarım I)

Basic graphic design elements. Point, line, plane, texture, form relationship. Creating basic graphic values in digital environment. Creating basic design values in digital environment. Visual communication methods in two dimensional field. Vector-based drawing structure analysis.

GİTA 1106 Basic Design in Computer II (3+0+0) ETCS 5

(GİTA 1106 Bilgisayarda Temel Tasarım II)

Color analysis in digital media. Rhythm, balance, tone values. Creating forms in digital environment. Pixel based digital drawing structure. Methods of creating digital image structure. Composing in digital environment using basic design values. Digital image processing. Digital collages.

GİTA 1107 Introduction to Visual Communication Design (3+0+0) ETCS 3

(GİTA 1107 Görsel İletişim Tasarımına Giriş)

The difference between design and art. Graphic design as a communication language and visual communication form. Basic design elements. Reduction to two dimension. Graphic illustration. Transformation of concepts into symbols. Emblems and logo applications. Sub branches of visual communication design. Photograph. Illustration. Advertising. Periodicals and Book Design. Motion Graphic Design. User Interface Design. Packaging design. Information Design. Space Design. Applications in these areas. Studies involving multiple fields.

GİTA 1108 Basic Typography (3+0+1) ETCS 5

(GİTA 1108 Temel Tipografi)

Development of the alphabet. Text characters and types. Choosing the right font. The concept kerning, tracking, leading, punctuation marks and text arrangements and solutions to the problems encountered.

GİTA 1901 Basic Graphics Design I (3+0+1) ETCS 6

(GİTA 1901 Temel Grafik Tasarım)

Graphic concept. Basic graphic values. Point, line, texture, form analysis. Basic design principles in two-dimensional field. The relationship between rhythm and balance. Influence of graph values on perception. Methods of creating basic graphic values using different drawing materials. Analysis of form structures. Creating visual meaning in two dimensional space.

GİTA 1902 Basic Graphics Design II (3+0+1) ETCS 6

(GİTA 1902 Temel Grafik Tasarım II)

Basic composition in two dimensional field. Methods of creating different form structures in two-dimensional field. Analysis of color, tone, rhythm and balance structures in basic design. Perspective concept. The relationship between visual perception and visual communication. Methods of using basic graphic values in design. Creating three-dimensional basic geometric forms.

SİNE 1111 Basic Photography (3+0+0) ECTS 5

(SİNE 1111 Temel Fotografi)

The phenomenon of photography theory, methods and tools , which form the basis for all the design and adaptation of theoretical knowledge necessary to apply to projects. The concept of photography and its definition . The historical process: Camera Obscura. Camera (analog / digital) and operating principles. Eye / machine relationship. Applied studies.

TARH 1101 History of Turkish Republic I (2+0+0) ECTS 2

(TARH 1101 Türkiye Cumhuriyeti Tarihi I)

Cultural, ideological and historical context of the characteristics of the Republic of Turkey and the reforms of Atatürk.

TARH 1102 History of Turkish Republic II (2+0+0) ECTS 2

(TARH 1102 Türkiye Cumhuriyeti Tarihi II)

Study on the intellectual foundations of Modern Turkey. The analysis of the major political, economic, and cultural trends during the period of the Republic. The nation-state and nationalism in Turkey as a major power.

TURK 1201 Turkish I (2+0+0) ECTS 2

(TURK 1201 Türkçe I)

Definition of communication, language, description, thought, culture, society, and the relationship between different types of oral and written communication, various examples of characteristic features of Turkish, types of expression and expression disorders.

TURK 1202 Turkish II (2+0+0) ECTS 2

(TURK 1202 Türkçe II)

Turkish Literature in the world (presented with examples) and masters of narrative features and types of the selected text, writing and communication types.

ENGL1201 General English I (3+1+0) ECTS 4

(ENGL 1201 Genel İngilizce I)

Basic grammatical structures and sentence patterns. Basic range of simple expressions about personal details and needs of a concrete type. Basic greeting and leave-taking expressions. Daily routines. Definitions about people and places. Personal profiles. Social networking. Informal e-mails.

ENGL 1202 General English II (3+1+0) ECTS 4

(ENGL 1202 Genel İngilizce II)

Simple grammatical structures and sentence patterns. Description or presentation of people, living or working conditions, daily routines, likes/dislikes. Phrases and expressions related to areas of most immediate priority (e.g. personal and family information, shopping, local geography, employment.) Comparisons. Formal e-mails.

BİTE 1001 Computer Literarcy (1+0+0) ETCS 1

(BİTE 1001 Bilgisayar Okuryazarlığı)

Introduction to basic IT theory and terminology. Basic skills in a word processor programs, such as MS Word to create documents, format, text, apply styles. Basic skills in a spreadsheet program, such as MS Excel, to create and format spreadsheets, including the use of mathematical formulas and to summarise given data in the form of graphics.

2nd YEAR

GİTA 2101 Typography I (3+0+1) ETCS 5

(GİTA 2101 Tipografi I)

Development of the alphabet. Text characters and types. Choosing the right font. The concept of space, punctuation marks and text arrangements and solutions to the problems encountered. Rules for using the manuscript.

GİTA 2102 Typography II (3+0+1) ETCS 5

(GİTA 2102 Tipografi II)

Font of the visual relationships. Choosing the right font according to the message. Sequence in Typography. Analysis of the characters used on the computer of the traditional and the modern. Takingadvantage of the current font characters specific to a particular research purpose.

GİTA 2103 Digital Media (3+0+0) ETCS 5

(GİTA 2103 Dijital Medya)

Content of digital media. Web and mobile platforms. Use of all multimedia components (text, image, sound, animation, video) in design. Design interaction with the user. Information visualization. Concept building. Visual and typography selection appropriate to the content. Scenario creation and animation.

GİTA 2106 History of Design (3+0+0) ETCS 5

(GİTA 2106 Tasarım Tarihi)

Design concept. Graphic design history. The relationship between modern art and graphic design. Influence of 19th century dynamics on graphic design. Changing in graphic design in the 20th century. New dynamics in graphic design in the 21st century. The relationship between visual communication design and graphic design.

GİTA 2107 Studio Photography (3+0+0) ETCS 5

(GİTA 2107 Stüdyo Fotoğrafçılığı)

Introduction of studio layout and equipments. Use of studio lights. Studio photo shooting techniques. Creation of concept. Basic principles and applications necessary for realizing professional shootings in many places such as space, food, textile, portrait, fashion photography in studio environment. Creative photo shoot in the studio.

GİTA 2108 Illustration (3+0+0) ETCS 5

(GİTA 2108 İllüstrasyon)

Definition and history of illustration. Photoshop as illustration tool. Composition and storytelling. The use of intonation and shapes in illustration and visual storytelling. Use of light and colors. Examination of different drawing styles. Editorial illustration and recognition of children's books. Recognition of concept design, character and space design. Visual development. Digital painting. Material and tissue staining.

GİTA 2901 Project I (3+0+3) ETCS 6

(GİTA 2901 Proje I)

The basic elements of visual communication. As an element of graphic design logos, corporate identity, communication functions, such as graphic design products and design processes.

GİTA 2902 Project II (3+0+3) ETCS 6

(GİTA 2902 Proje II)

Factors in the transfer of the application fields of graphic design and visual communication design, introducing basic knowledge. Press advertisements for the advertisement of an existing product and service creation. Spreading the basic design principles and practice for understanding.

GİTA 2911 Sector Training I (-) ECTS 1

(GİTA 2911 Sektör Stajı I)

Minimum of 20 workdays of practical training at design sector (design studio, advertising agency, press, broadcasting ect.). Participating the Visual Communication Design works, involved in design and business processes, observing and reporting these activities.

GÖRS 3351 Art in Modern Era (3+0+0) ETCS 5

(GÖRS 3351 Modern Dönemde Sanat)

To provide knowledge about modern art by explaining the factors that make up the 20th century art and the phases of art through the century and analyzing with visual examples.

ENGL 2203 General English III (3+1+0) ECTS 4

(ENGL 2203 Genel İngilizce III)

General English structures and expressions. Exchange of information on topics of personal opinions, interest or everyday life (e.g. family, hobbies, work, travel and current events). Structured interview statements. Personal details, daily routines, wants and needs, requests for information. Simplified letters, brochures and short newspaper articles. Descriptions of events, past activities and personal experiences. Plans and predictions. Basic expressions for paraphrasing. Description of places and lifestyles.

ENGL 2204 General English IV (3+1+0) ECTS 4

(ENGL 2204 Genel İngilizce IV)

General English structures and expressions. Description of events, feelings and wishes. Necessity, obligation, prohibition and possibility expressions. Language for giving advice. Real and unreal conditions, situations. Phrases and expressions related to more abstract, cultural topics such as films, books, music etc. Commonly confused verbs. Phrases and expressions related to personal experiences and recent past events. Structures emphasizing the actions and the objects. Phrases of movement. Phrasal verbs.

3rd YEAR

GİTA 3101 Motion Graphic Design I (3+0+0) ECTS 5

(GİTA 3101 Hareketli Grafik Tasarım I)

Basics of motion graphic design. Time and sound factor in dynamic media. Motion graphic design categories and types. Visual rhythm. Kinetic typography. Using video and audio. Character animation. Camera operation. Light and color editing in video. Creating dynamic compositions with moving identity, sound and other techniques.

GİTA 3102 Motion Graphic Design II (3+0+0) ECTS 5

(GİTA 3102 Hareketli Grafik Tasarım II)

Advanced motion graphics design techniques. Creating visual effects. Content creation for brands, products and services. Motion graphics design applications to deliver the message to the target by using the advantages of dynamic media.

GİTA 3103 User Interface Design (3+0+0) ETCS 5

(GİTA 3103 Kullanıcı Arayüz Tasarımı)

The concept of user interface design. Computer, mobile phone and applications on different devices, such as creative, innovative, artistic interface design. Interface design of the components. Interaction, usability, readability, accessibility.

GİTA 3104 3D Modelling and Animation (3+0+0) ETCS 4

(GİTA 3104 3D Modelleme ve Animasyon)

Definition of three-dimensional illustration and animation. Three-dimensional modeling and animation workflow program. Three-dimensional object modeling. Stage lighting. Material making. Use of mechanical modeling tools. Camera operation. Organic modeling tools. Three-dimensional animation. Dynamic simulations. Rendering processes and applications. Creative content production for dynamic media such as cinema, TV and mobile.

GİTA 3901 Proje III (3+0+3) ETCS 7

(GİTA 3901 Proje III)

Commercial, social and cultural advertising campaigns. Advertising campaign that includes all printed/motion/interactive designs for printed and digital media. Planning the design processes in a comprehensive project; defining problems, developing ideas, creating concepts, producing different solutions.

GİTA 3902 Proje IV (3+0+3) ETCS 7

(GİTA 3902 Proje IV)

Creating a brand for a new company / foundation / agency. Brand identity, market research, target audience, positioning, marketing approach, communication strategy. Visual identity design and visual promotion designs. The process up to the implementation phase of the project and its impact on the final design product. Projects for the Internet, interactive media, outdoor, television and print media.

INTO 1002 Ethics (1+0+0) ETCS 1

(INTO 1002 Etik)

The basic theories in Ethics (the Philosophy of Morality). The practical implications of these theories in particular profession and areas such as engineering, medicine, pharmacology, genetics, technological innovation, artificial intelligence and robotics, management, marketing, international relations, public services, media and law. The meaning and significance of virtue and values. Moral principles within particular professions and their foundation in Ethics.

4th YEAR

GİTA 4101 Project Development and Practice (3+0+0) ETCS 5

(GİTA 4101 Proje Geliştirme ve Uygulama)

Project proposals to reflect the knowledge and skills acquired in the Department of Visual Communication Design for 4 years. Preliminary research for the creative Graduation Project, both visually and in terms of ideas. Processes that determine the purpose, scope and limitations of project proposals. Best budget and resources for projects. Project calendar. Communication with the institutions / organizations to be interviewed about the design application. Graduation Project Directive.

GİTA 4102 Portfolio Design (3+0+0) ETCS 5

(GİTA 4102 Portfolyo Tasarımı)

Personal SWOT analysis. Personal logo design. Resume design. Personal business card design. Static, mobile and interactive portfolio examples. Selection of works to be included in the portfolio. The decision of the projects to be highlighted in the portfolio. Digital media versions of these projects. Determination of portfolio identity. Page design layout. Original portfolio designs. Sketch studies. Production of physical portfolio. Digital portfolio design. Personal website works.

GİTA 4103 Design and Entrepreneurship (3+0+0) ETCS 4

(GİTA 4103 Tasarım ve Girişimcilik)

Entrepreneurial processes. Business plan preparation. Fundamentals of project management. Incorporation of standards, quality directives, social and environmental factors. SWOT analysis. Identify and evaluate opportunities; generate ideas. The connection of entrepreneurship with new production and digital platforms. Generating business ideas including innovation and design. Evaluating the commercial viability of a new technology-based idea. Marketing plan. Assessment of risk and uncertainty. Processes of bringing new knowledge or technology to the market. The role of a designer in a multidisciplinary project team. Seminars from experts. Inception of a start-up company. Examples of start-up ideas. Financial resources for start-ups. Ethical and legal basis. Intellectual property rights. Presenting and defending the project idea.

GİTA 4115 Interactive Media Design (3+0+0) ETCS 4

(GİTA 4115 İnteraktif Medya Tasarımı)

New technologies and communication design in interactive media platforms. Augmented reality, virtual reality, mixed reality technologies. Touch screens, location services, motion sensors and interactive projection systems. Media platforms such as portable, spatial, wearable and interactive surface applications. Connected to the users, the concept-oriented, experimental and innovative interactive media applications.

GİTA 4901 Project V (3+0+3) ETCS 7

(GİTA 4901 Project V)

Strategic planning, design and producing of an audio-visual advertising campaign for dynamic mediums such as tv, theaters and digital media. Reviewing the effectiveness of the campaign in context of proper adaptation of Brand ID to dynamic medium.

GİTA 4990 Graduation Project (3+0+3) ETCS 9

(GİTA 4990 Bitirme Projesi)

Developing an original visual communication design project. Project process planning. Definition of purpose, scope and limitations of the project. Target audience analysis. Conjectures the project budget .Generating functional and creative designs according to the project. Presentation techniques.

AE / AREA ELECTIVE COURSES

GİTA 2201 Advertisement Photography (3+0+0) ETCS 5

(GİTA 2201 Reklam Fotoğrafçılığı)

Advertising photography basics. Concepts of artistic photography and commercial photography. Editing in advertising photo. Studying of studio and outdoor shots. Use of studio in advertising photography. Introduction of studio equipments. Working with studio lights and using different light sources together. Studio and outdoor advertising photography design and applications.

GİTA 2202 Publication Design (3+0+0) ETCS 5

(GİTA 2202 Yayın Tasarımı)

Traditional printing techniques. History of publication design formats. Significant publication designs in graphic design history. Contemporary periodical publications in the world. Periodical publications on the Internet. Graphic design principles in editorial design. Typography in editorial design. Designs for magazines, books, catalogs and newspapers. Creating design solutions in the context of publication content. Concept development in editorial design. Principle of continuity in editorial design. Sustainable design in editorial design. Original and experimental layout designs.

GİTA 2203 Semiotics (3+0+0) ETCS 5

(GİTA 2203 Göstergebilim)

Semiotics concept. Semiotics history. Semiology and image relationship. Methods of meaning analysis. Theoretical approaches. Analysis of indicators in different disciplines. Relation between visual communication design and semiotics. Image analysis in visual field. Use of images in visual communication design. Image analysis methods.

GİTA 3201 Packaging Design (3+0+0) ETCS 5

(GİTA 3201 Ambalaj Tasarımı)

Definition of packaging. Historical process of packaging. The change it has shown to the present over time. Functions of packaging. Types of packaging. Brand value of packages. Product identity analysis. Brand management and strategies. Target audience analysis. Packing materials. Production techniques. Functional, creative, ergonomic packaging designs. 3D application studies of these designs. Mandatory phrases to be included in the package. Labels and visual designs on packaging. Success criteria in packaging design.

GİTA 3202 Experimental Typography (3+0+0) ETCS 5

(GİTA 3202 Deneysel Tipografi)

Typography based design covering subject matter of any kind, canonical typography issues other than framework, real or virtual target applications.

GİTA 3203 Digital Illustration (3+0+0) ETCS 5

(GİTA 3203 Dijital İllüstrasyon)

Definition and history of illustration. Importance of digital illustration and its different uses. Photoshop as illustration tool. Digital illustration techniques. Examination of different drawing styles. Description of a text or idea with visual media. Composition, color and light information. Visual development. Digital painting. Practical project studies for visual storytelling. Production of digital illustrations for mass media for today's media.

GİTA 3204 Creativity in Design (3+0+0) ETCS 5

(GİTA 3204 Tasarımda Yaratıcılık)

Design and creativity. Creative thinking methods. Finding ideas, defining the problem and creating concepts with creativity methods. Exploring new patterns by mind mapping. Conceptual thought methods. Experimentality in Design. Conceptual and experimental studies. Flexible thinking, researching new visual language and different forms of expression. Individual and group projects that encourage original ideas. Creativity and ethics in design.

GİTA 3205 Printmaking III (3+0+0) ETCS 5

(GİTA 3206 Baskıresim III)

Silkscreen printmaking, printmaking practice/ drafts of the movement. Printmaking formation as a new search. Experimental printmaking applications.

GİTA 3206 Mobile Application and Development (3+0+0) ETCS 5

(GİTA 3206 Mobil Uygulama ve Geliştirme)

Mobile devices and operating systems. Mobile application platforms. Mobile application development tools. Application development for Android and iOS operating systems. User interface (UI) and user experience (UX) design for mobile device. Publishing stages of an app. in mobile market. Mobile application markets. Security in mobile application.

GİTA 3207 Service Design (3+0+0) ETCS 5

(GİTA 3207 Servis Tasarımı)

Scope of service design. Service design elements. Service design considerations. Design of the entire process from the beginning to the end of the product or service for a predetermined or newly identified need. Human-oriented approach. Analysis for innovative designs. User needs research. The phase of defining the problem. The process of developing ideas through insight. Process design with a solution-oriented approach.

GİTA 3208 Visual Storytelling (3+0+0) ETCS 5

(GİTA 3208 Görsel Hikayelendirme)

History of storytelling. Storytelling types. Visual storytelling basics, concepts and techniques. Effective ways of visual storytelling usage. Combination of analogue and digital drawing skills as a visual storytelling technique. Sketching practices. Mixed media illustrations. Digital drawing. Storyboards for real life commercial scenarios. Visual language analysis including line, shape, space, tone, color, motion.

GİTA 4201 Unique Book Design (3+0+0) ETCS 5

(GİTA 4201 Özgün Kitap Tasarımı)

The basic principles of the design of the book. Typographic approach and readability criteria. Page layout and page braids. Binding methods. Book production technology.

GİTA 4202 Video and Sound Design (3+0+0) AKTS 5

(GİTA 4202 Video and Ses Tasarımı)

Video and audio design. Video and audio editing techniques. Recording technologies, video and audio formats. Create content for different areas of digital media. Editing videos in line with a scenario with audio and music. Production of creative videos that tell stories and communicate with video and audio design.

GİTA 4203 Information Design (3+0+0) ETCS 5

(GİTA 4203 Bilgilendirme Tasarımı)

Importance of information design. History of information design. Methods and techniques used in visualizing information. Types of infographic. Data graphics work. Functional application studies in terms of content, target audience and purpose. Presentation of data in a systematic, comprehensible and aesthetically

high quality visual language. Infrastructure of qualified information design solutions. Marking and guiding systems that can add identity to the space according to the needs of the space.

GİTA 4204 Concept Design (3+0+0) AKTS 5

(GİTA 4204 Konsept Tasarımı)

Definition and fields of concept design. Describing an intellectual idea with visuals in digital media. The stages of creating a fictional world for movies, animations or games. Character design, space design, prop design and stage design are the topics to be covered within the framework of world creation. Idea development. Perspective detection. Don't tell a story. Advanced composition. Digital painting. Definition of layout and application studies.

GİTA 4205 Environmental Graphic Design (3+0+0) ETCS 5

(GİTA 4205 Çevresel Grafik Tasarım)

Functions of environmental graphic design in natural and built environment such as orienting, informing, defining, identifying and designing experience. Studies on environmental graphic design practice fields such as wayfinding and signage systems, mapping, exhibition design, fair, stand, event designs, brand spaces and retail design. Relation of environmental graphic design with many different disciplines. To produce projects that maintain the standards of practice in wayfinding systems. Materiel cognisance. Creating experiences that connect people and place in accordance with the subject of the project.

GİTA 4206 Printmaking IV (3+0+0) ETCS 5

(GİTA 4206 Baskıresim IV)

Drafts of the lithographic printmaking and its applications. A new search in forming Printmaking. Experimental printmaking work.

GİTA 4207 Character Design (3+0+0) ETCS 5

(GİTA 4207 Karakter Tasarımı)

Fundamental theoretical and practical knowledge of character development for various visual narrative media. Sociological, psychological, physical layers that constituents of the character. The concept of archetype. Relationship between story and the character. The role of visual storytelling in character design. Examine unique and deep character samples. Visualises internal and invisible qualities of the characters for the reader/viewer/gamer within narrative contexts. Basic anatomy and construction; personality and facial expression in character design. Basic forms and silhouettes; color, costume and accessories that determine the personality of the character. Standard production aspects such as pose-sheets, turnarounds, modelling and 3D maquettes. Designing a set of characters for a specific narrative media (comic, animation, game etc.).

GİTA 4208 Game Design (3+0+0) ETCS 5

(GİTA 4208 Oyun Tasarımı)

Basics of game design. Basic game design. The aim of the games and use channels such as education, advertising, social media and so on. Cultural and economic effects of games on society. New trends like gamification, machinima, change games etc. Common elements of all games, from sports to board games, computer and video games. Evaluation and discussion for digital games. Digital game concept. Creation of non-digital / non-computer games.

GİTA 4209 Sergileme Tasarımı (3+0+0) ETCS 5

(GİTA 4209 Exhibition Design)

The history of exhibition and its change to the present day. Types of exhibitions. Museums, galleries, showcase arrangements, fairs, indoor and outdoor applications, traveling exhibitions, installations. Brand and brand identity analysis. Effect of exhibition on customer and visitor experience. The main theme and auxiliary concepts of the exhibition. Exhibition content. Exhibition space types and motion flow design. Exhibition techniques and applications. Types of materials. Use of light. Label writing. Ergonomics and accessibility issues. Experience design. Interaction design. Artificial intelligence, virtual reality, augmented reality applications.

GİTA 4210 Karma Gerçeklik Teknolojileri (3+0+0) ETCS 5

(GİTA 4210 Mixed Reality Technologies)

Augmented reality (AR), virtual reality, mixed reality (MR) and extended reality (XR) technologies. History of virtual reality technologies. Augmented reality applications. 360 degree virtual reality applications.

GE / GENERAL ELECTIVE COURSES

GİTA 2301 Programming Basics (3+0+0) ETCS 5

(GİTA 2301 Programlama Temelleri)

Introduction to programming. Technical principles necessary for the production of digital graphics. Effects of computer on visual communication design. Technically realization of visual communication design in computer environment. Program Software Stages. Data Structures. Operators. Decision Structures. Interactive Decision Structures. Function and subprograms. Series. Input-output applications. Platforms that allow creative coding such as Processing, Openframework, Vuo and Nodebox. Open source programming languages. Independent code development.

GİTA 2302 Printmaking I ((3+0+0) ETCS 5

(GİTA 2302 Baskiresim I)

Printmaking techniques and examination of the samples. The original drafts of the motion picture print high printmaking applications.

GİTA 2303 Creative Writing (3+0+0) ETCS 5

(GİTA 2303 Yaratıcı Yazarlık)

As a means of expression: Language. Creative use of language and examination of examples. Writing techniques as a form of self-expression, forms of expression and types. To examine and develop topics such as advertising text, slogan for design products. Advertising copywriting. Creative applications in print advertising. Creative applications in television commercials. Writing a commercial film script.

GİTA 2304 Social Responsibility Practices (3+0+0) ETCS 5

(GİTA 2304 Sosyal Sorumluluk Uygulamaları)

Social responsibility concept. Defining social responsibility practices. Social responsibility awareness and society relationship. Social responsibility methods. Corporate and individual social responsibility practices. Methods of social responsibility projects. Use of visual communication design in social responsibility projects.

GİTA 2305 Design and Innovation (3+0+0) ETCS 5

(GİTA 2305 Tasarım ve Yenileşim)

Innovation models. Innovation strategies. Innovation and development. National, regional and sectoral innovation systems. Intellectual property rights. Innovative design sence. Research on development issues by combining design awareness with innovation. Human and environment centered design sence. Assessing problems and needs as innovative product development potential. Independently develop, present and defend innovative ideas. Developing an innovative design project. Researches on financial resources for innovative projects.

GİTA 3301 Animation Techniques (3+0+0) ETCS 5

(GİTA 3301 Animasyon Teknikleri)

Animation and historical development. Basic properties of animation. Animation techniques (cartoon - stop motion). Film story, script. Storyboard. Character development. Set design. Production techniques and timing information. Transformation of scenario to techniques, analysis. Project editing. Sound (music-effect). Processing and application of an idea as a short film in line with the animation film production stages.

GİTA 3302 Printmaking II (3+0+0) ETCS 5

(GİTA 3302 Baskıresim II)

Drafts of the movement engraving printmaking and printmaking applications. Formation of Printmaking as a new search.

GİTA 3303 Design Law (3+0+0) ETCS 5

(GİTA 3303 Tasarım Hukuku)

Design definition from the perspective of designers and lawyers. Intellectual property concept and intellectual property rights. Law of intellectual and artistic works. Patent law. Trademark law. Design law. Protection conditions. Rights and registration. The right of design to be subject to legal procedures. Infringement of the right to design and the rights of the holder. Examples of civil and criminal cases and court decisions.

GİTA 3304 Advertising Analysis (3+0+0) ETCS 5

(GİTA 3304 Reklam Çözümlenmeleri)

Brand definition. Brand positioning and naming. Image Campaign. Sales Campaign. Promotion and brand. Media distribution and programming for campaigns. Selection of suitable media for the brand. Brand positioning in times of crisis. Creating a sustainable brand. Communication between brands. Addition of the brand and current solutions. Measure advertising value. In the world of professional design, analysis of advertising campaigns and brand development processes through examples of operation, applications and results.

GİTA 4301 Design Thinking (3+0+0) ETCS 5

(GİTA 4301 Tasarım Odaklı Düşünme)

Creative thinking techniques that put human in focus. Uses of design-oriented thinking. Effects of interdisciplinary practice. Basics of design-oriented thinking. Design-oriented thinking modules. The stage of empathy. Elements to be considered while observing. Data interpretation. The phase of defining the problem. Idea development stage. Application of the developed idea. Analysis of the effects of design solutions. Prototyping phase. Testing phase. Evaluation.