

Master of Visual Communication Design (Thesis)

Course Contents

GIT 501 Visual Communication Design Project I (Görsel İletişim Tasarımı Proje I) (0+0+6) 3 7 ECTS

Identifying the problem, deciding on the approach and analyzing in the fields of design. Improving design projects starting from different concepts using “color, illustration, composition and typographic components” within a composition and making projects using printing techniques and computer aided programs.

GIT 502 Visual Communication Design Project II (Görsel İletişim Tasarımı Proje II) (0+0+6) 3 7 ECTS

Determining a complex visual problem, selecting a specific concept at the end of a research and finding a creative and meaningful solution. All the stages necessary to **actualize** a design.

GIT 503 Scientific Research Methods (Bilimsel Araştırma Yöntemleri) (3+0+0) 3 7 ECTS

Scientific methods on academic researches, introduction to research. Identifying the research problem, research design, survey design, sampling methods, data collection methods. Providing correct references. Research samples related to libraries in Turkey and abroad.

GIT 500 Graduate Seminar (Lisansüstü Seminer) (0+1+0) NC

Developing a research question, inquiring resources, identifying theoretical framework and research methods and practicing applications. Preparing for academic research and thesis writing.

GIT 590 Master’s Thesis (Yüksek Lisans Tezi) (NC) NC

Thesis preparation under the supervision of an academic advisor for students enrolled in the thesis master's program.

GIT 511 Information Design (Bilgilendirme Tasarımı) (3+0+0) 3 7 ECTS

Analysis of information systems. Planning, designing, placing and screening of graphic design components such as script, line, picture, colour, flash, motion, space, sound, **and** interactivity, within a constructed or natural environment for printing, base or digital multimedia.

GIT 512 Intercative Media (Interaktif Medya) (3+0+0) 3 7 ECTS

Human-computer interaction. Social effects of the new media. Basic applications aimed at Web and interactive CD with flash and 3D animation. Utilising text, image, motion video, sound and animations in various communication media.

GIT 513 Experience Design (Deneyim Tasarımı) (3+0+0) 3 7 ECTS

Design work of banners, invitations, brochures, guides, maps, catalogues, trailers, bulletins, gifts and souvenirs for activities like conferences, competitions, fairs, exhibitions, opening

ceremonies, film galas. Creating user experience by identifying client-brand contact points and designing products, processes, settings and events.

GIT 514 Design Management (Tasarım Yönetimi) (3+0+0) 3 7 ECTS

Applications of management, marketing and branding in fields where creativity and design become prominent. Basic features, creativity, and design processes, strategy and management issues of these sectors.

GIT 515 Visual Analysis Techniques (Görsel Çözümleme Yöntemleri) (3+0+0) 3 7 ECTS

Fundamental theories related to visual reading and esthetics. Application of semiology in visual disciplines such as architecture, plastic arts, industrial design, graphic design, and various analysis samples.

GIT 516 History and Theory of Design (Tasarım Tarih ve Kuramı) (3+0+0) 3 7 ECTS

Stages of development of the concept of design in the world and in Turkey, the phases of design throughout ages. The structure and nature of design process. Principles, rules and theories of design activities.

GIT 517 Entrepreneurship in Design (Tasarımda Girişimcilik) (3+0+0) 3 7 ECTS

Concepts related to entrepreneurship. Creativity and innovativeness of entrepreneurship in design. Protection of innovations, brands and designs. Business ideas in entrepreneurship, preparing a business plan, management of business plan, finance and production plans. Entrepreneurship stories and case studies.

GIT 518 Digital Illustration (Dijital İllüstrasyon) (3+0+0) 3 7 ECTS

History and theory of illustration, the importance of digital illustration. Techniques of digital illustration. Production of digital illustration to be used in mass communication for modern-day media.

GIT 519 Digital Game Design (Dijital Oyun Tasarımı) (3+0+0) 3 7 ECTS

History of game design, its basic concepts, the logic of team work, graphic realism in games and their pedagogical aspects. Types of digital games and their influence. Design process of digital games.

GIT 520 Kinetic Typography (Kinetik Tipografi) (3+0+0) 3 7 ECTS

Ways of visual expressions with fonts, use of fonts as plastic forms. Applied studies in animated graphic design area with the help of basic typographic design concepts in parallel to changing technology.

GIT 521 Animation Techniques (Animasyon Teknikleri) (3+0+0) 3 7 ECTS

Theoretical information in the subject of animation. Animation language and logic. Basic items of visual and cinema languages. Animation film techniques. Stages in animation film production with the applications of surface and stop motions.

**GIT 522 Animation Cinema
(Canlandırma Sineması)**

(3+0+0) 3 7 ECTS

Making an animation film project in the aspect of artistic thought by studying surface-stop motion techniques with its applications in the stages of animation film production.

**GIT 523 3D Modelling and Animation
(Modelleme ve Animasyon)**

(3+0+0) 3 7 ECTS

Three dimensional modelling and animation techniques and methods. Texture, light, camera and motion. Making the structure of story, character animation, light/music applications and the process of bringing them altogether.

**GIT 524 Cinema-TV Graphics
(Sinema-TV Grafiği)**

(3+0+0) 3 7 ECTS

Studying the areas including time, place and motion in graphic design and application studies. The forming of the mobilising stages of image and text and presentation in a certain time period including content management.