THE COURSE CONTENTS OF THE DEPARTMENT OF VISUAL COMMUNICATION DESIGN

**GRT 111 BASIC GRAPHIC DESIGN** (0+0+6) 3 AKTS 8
(Temel Grafik Tasarım)
Composition of the elements of graphic design experiments using the clutch. Line, stain, texture, using different techniques, such as experiments on freelance graphic elements.

**GRT 141 BASIC DESIGN IN COMPUTER** (3+0+0) 3 AKTS 5
(Bilgisayarda Temel Tasarım)
Point, line, light, form, graphic design elements like the analysis of the digital environment, case studies with the basic properties of image processing and vector drawing software.

**GSE141 COMPARATIVE HISTORY OF ART** (3+0+0) 3 AKTS 5
(Karşılaştırmalı Sanat Tarihi)
Definition of art, the art of civilization in different eras of history, depending on the changing currents and differences determined by the technical, technological, sociological, and other factors.

**GSE 151 BASIC PHOTOGRAPHY** (3+0+0) 2 AKTS 5
(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.

**GSE 102 LIFE DRAWING** (0+0+6) 3 AKTS 5
(Desen)
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.

**GRT 251 HISTORY OF GRAPHIC DESIGN** (3+0+0) 3 ECTS 5
(Grafik Tasarım Tarihi)
Modern art movements from 19th century to present occurring in parallel with technological
developments. Examination of how you format your examples of modern art and graphic design. 20. The new trends in the analysis of graphic design and visual languages in the first half of the century.

**GRT 162 INTRODUCTION TO VISUAL COMMUNICATION DESIGN** (3 +0 +0) 3 ECTS 5
(Görsel İletişim Tasarımına Giriş)
Explanation and application of the main elements of graphic design. An introduction to the graphic design as visual communication form. Two-dimensional reduction by the graphical illustration language. Introduction and implementation of emblem and logo as the main elements of the graphic design.

**HIST 101 HISTORY OF TURKISH REPUBLIC I** (2+0+0) 2, AKTS 2
(Türkiye Cumhuriyeti Tarihi I)
Cultural, ideological and historical context of the characteristics of the Republic of Turkey and the reforms of Ataturk.

**HIST 102 HISTORY OF TURKISH REPUBLIC II** (2+0+0) 2, AKTS 2
(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.

**TUR 101 TURKISH I** (2+0+0) 2, AKTS 2
(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.

**TUR 102 Turkish II** (2+0+0) 2, AKTS 2
(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.

**ING 101 GENERAL ENGLISH** (3+1+0) 3 AKTS 5
(Genel İngilizce I)
Reading, writing, listening and speaking four basic language skills to gain entry-level. Language of the
basic vocabulary learning and development mechanically. Theoretical grammar, writing and speaking exercises with simple sentences with the grammatical rules of the application.

**ING 102 GENERAL ENGLISH II** (3+1+0) 3 AKTS 5  
Genel İngilizce II
The four basic language skills in English at the level of the pre-gain medium. Vocabulary knowledge. Language skills and structures, with different meanings and functions of strategy, training tips, using a team to gain the ability to predict. Prerequisite: ING 101

**GRT 201 GRAPHIC DESIGN PROJECT I** (0+0+6) 3 AKTS 8  
Grafik Tasarım – 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.

**GRT 202 GRAPHIC DESIGN PROJECT II** (0+0+6) 3 AKTS 8  
(Grafik Tasarım – 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.

**GRT 212 PRINTMAKING I** (2+0+2) 3 AKTS 5  
Baskıresim I
Printmaking techniques and examination of the samples. The original drafts of the motion picture print high printmaking applications.

**GRT 223 STUDIO PHOTOGRAPHY** (3+0+0) 3 AKTS 5  
(Stüdyo Fotoğrafçılığı)
Location, food, textile, portrait, fashion photography, professional photography covering many areas such as the basic principles and practice necessary to achieve a studio environment.

**GRT 231 TYPOGRAPHY I** (3+0+0) 3 AKTS 5  
(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.

**GRT 232 TYPOGRAPHY II (3+0+0) 3 AKTS 5**
(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. Taking advantage of the current font characters specific to a particular research purpose.

**GRT 242 USER INTERFACE DESIGN (3+0+0) 3 AKTS 5**
(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.

**GRT 252 ADVERTISEMENT PHOTOGRAPHY (3+0+0) 3 AKTS 5**
(Reklam Fotografcılığı)
Design-oriented problem solving in the field of advertising photos. Photographic practice in the light of the principles of design for various areas of use.

**GRT 253 DIGITAL IMAGE PROCESSING (3+0+0) 3 AKTS 5**
(Sayısal Görüntü İşleme)
Photography and image processing techniques using Adobe Photoshop. Simple image processing, Digital collage, installation, photographic sequences and series.

**GRT 254 PERIODICAL PUBLICATION DESIGN (3 +0 +0) 3 ECTS 5**
(Süreli Yayın Tasarımı)
Magazines, books, newspapers as well as broadcast design, theory and applications. Periodicals printing process. Page design by using computer software.

**GRT 255 DESKTOP PUBLISHING (3 +0 +0) 3 ECTS 5**
(Masaüstü Yayıncılık)
Letterpress, offset, gravure, flexo, screen printing techniques like presentation today. Prepress, press and post press stages of printing. Paper, paper waste, color separation, mounting, laminating, cutting and binding operations.
GRT 262 ILLUSTRATION (3 +0 +0) 3 ECTS 5
(İlustrasyon)
Human, animal figures, plants and section drawings. Areas of use for the creation of an original illustration. Illustration to create such applications.

GRT 263 CREATIVE WRITING (3 +0 +0) 3 ECTS 5
(Yaratıcı Yazarlık)
Techniques of writing as a form of self-expression, narrative forms and types. Design products for the advertisement texts, slogans, such as mining and development issues.

GRT 264 SOCIAL RESPONSIBILITY PRACTICE (3 +0 +0) 3 ECTS 5
(Sosyal Sorumluluk Uygulamaları)
Identification and preparation of projects to overcome current problems of society. Taking part in various projects within the framework of social responsibility as a volunteer. Being constructive and democratic individuals, strengthening solidarity and cooperation, taking responsibility in project development and implementation. Non-governmental organizations. Carrying out to the European level in the areas of current debates in social responsibility projects.

ING 201 INTERMEDIATE ENGLISH I (3 +1 +0) 3 ECTS 5
(Orta Düzey ingilizce I)
Mid-level and more difficult to read long texts effectively: Daily life is a simple conversation on a topic to teach the basic skills Can be followed. Read and listened to a short talk about ideas, writing and producing work of laying down their own ideas. Prerequisite: ING 102

ING 202 INTERMEDIATE ENGLISH II (3 +1 +0) 3 ECTS 5
(Orta Düzey ingilizce II)
Advanced level of English texts more complex and long-analysis studies. Further development of critical thinking, reading, and simple exercises. Prerequisite: ING 201

GRT 301 GRAPHIC DESIGN PROJECT III (0 +0 +6) 3 ECTS 8
(Grafik Tasarım Proje III)
Brand and product ID. Packaging design, Manufacturing, packaging and marketing strategies, the importance of brand packaging. Packaging technologies and materials. Three-dimensional packaging
design applications.

**GRT 302 GRAPHIC DESIGN PROJECT IV (0 +0 +6) 3 ECTS 8**
(Grafik Tasarım Proje IV)
Commercial, social, and cultural promotion campaigns. The use of the elements of the image advertisements. Posters, outdoor, television, internet, radio and newspapers as well as applications for different channels.

**GRT 311 PRINTMAKING II (2 +0 +2) 3 ECTS 5**
(Baskıresim II)
Drafts of the movement engraving printmaking and printmaking applications. Formation of Printmaking as a new search.

**GRT 312 PRINTMAKING III (0 +0 +6) 3 ECTS 5**
(Baskıresim III)

**GRT 342 THREE DIMENSIONAL MODELLING AND ANIMATION (3 +0 +0) 3 ECTS 5**
(3D Modelleme ve Animasyon)
Three-dimensional modelling and animation techniques and methods( in the third dimension vector system). Texture, light, camera and action.

**GRT 343 MOTION GRAPHIC DESIGN (3 +0 +0) 3 ECTS 3**
(Hareketli Grafik Tasarım)
Moving image design. Motion and time concepts. Basic approaches to the creation of moving graphics. Video, audio, and graphic based materials, working together to create compositions.

**GRT 351 PACKAGING DESIGN (3 +0 +0) 3 ECTS 5**
(Ambalaj Tasarımı)
Luxurious consumer products, such as packaging problems of perfume. Image and typographic solutions. The relationship between industrial design and graphic design packaging. Packaging design applications.

**GRT 352 MULTIMEDIA I (3 +0 +0) 2 ECTS 4**
(Multimedia I)
Texts, images, moving images, sound, and animation using various communication environments. Creative designs and applications.

**GRT 353 EXPERIMENTAL TYPOGRAPHY** (3 +0 +0) 3 ECTS 5
(Deneysel Tipografi)
Typography based design covering subject matter of any kind, canonical typography issues other than framework, real or virtual target applications.

**GRT 354 DIGITAL ILLUSTRATION** (3 +0 +0) 3 ECTS 5
(Dijital İllüstrasyon)
History and theory of illustration, importance of digital illustration. Digital illustration techniques. The production of digital illustrations to be used in today’s mass communication media.

**GRT 356 ANIMATION TECHNIQUES** (3 +0 +0) 3 ECTS 5
(Animasyon Teknikleri)
Animation and its historical development. Production technique and timing information. The whole process from the idea to the scenario post-production and implementing short films.

**GRT 290 Sector Training I** (NC)
(Sektör Stajı I)
Theoretical knowledge and skills, agency, printing or broadcasting in the implementation of education and training institutions.

**GRT 390 Sector Training II** (NC)
(Sektör Stajı II)
Theoretical knowledge and skills, agency, printing or broadcasting in the implementation of education and training institutions.

**GRT 361 NEW MEDIA** (3 +0 +0) 3 ECTS 5
(Yeni Medya)
New media, information and communication technologies, the creative, social, economic, and managerial processes in cyber environment arisen aa a result of the increasing popularity of social networks, social network and its analysis. The effects on the individual, and on the dynamics of socialization.
GRT 362 MULTIMEDIA II (3 +0 +0) 3 ECTS 7
(Multimedya II)
Presentations done on the Internet. Web, interactive CD for the design of three-dimensional animation and flash, and basic applications. Graphically and technically driven web pages; basic structures, such as adding and updating.

GRT 363 DESIGN LAW (3 +0 +0) 3 ECTS 5
(Tasarım Hukuku)
Definition of designers and design through the eyes of lawyers. Concept of intellectual property, intellectual property law, patent law, trademark law, design law. Protection requirements. Entitlement, The registrant. Design right as a subject of legal proceedings. Violation of design rights and rights of the holder. Examples of civil and criminal litigation and court decisions.

GRT 365 AD ANALYSIS (3 +0 +0) 3 ECTS 5
(Reklam Analizi)
Definition of advertising as a form of communication, the purpose and types of advertising research process, the creation of creative thinking, commercials, newspaper and magazine advertisements, promotional pieces, such as outer space analysis on samples of the published advertisements.

GRT 367 INTERNET ADVERTISING (3 +0 +0) 3 ECTS 5
(Internet Reklamcılığı)
The concept of Internet and mobile advertising as an evolving and changing environment, the new-generation advertising methods. Changing content-product-advertising relationship in cyber environment. New media advertising agency, and the new positions of the media owner and the advertiser. Interactive advertising, relational advertising methods, profile-based advertising and the basics of mobile advertising platforms.

ING 301 ENGLISH FOR SPECIFIC PURPOSES I (3 +1 +0) 3 ECTS 5
(Özel Amaçlı İngilizce I)
Art elements and design principles in English terminology. English terms or design object, a work of art to be able to analyze and exercises. Strengthen their ability to speak and write using the terminology of art history.
ING 302 ENGLISH FOR SPECIFIC PURPOSES II (3 +1 +0) 3 ECTS 5
(Özel Amaçlı İngilizce II)
Academic and vocational studies. English letter, resume and job application preparation techniques.
Design of your business, preparing presentations in English, verbal and written presentation.

GRT 401 GRAPHIC DESIGN PROJECT V (0 +0 +6) 3 ECTS 8
(Grafik Tasarım Proje V)
Environmental graphics and information design. User guides, roads and public spaces, airports, hospitals
providing guidance system design and implementation.

GRT 411 PRINTMAKING IV (2 +0 +2) 3 ECTS 5
(Baskıresim IV)
Experimental printmaking work.

GRT 412 PORTFOLIO DESIGN (1 +0 +2) 2 ECTS 4
(Portfolyo Tasarımı)
Graphic Design and Printmaking disciplines to promote, protect and display formats for the print and
digital presentation. Original portfolio designs.

GRT 421 PROJECT DEVELOPMENT AND APPLICATION (3 +0 +0) 3 ECTS 7
(Project Geliştirme ve Uygulama)
The development of ideas of a final project. To determine the most appropriate budget and resources for
the projects. Scheduling the project. Project proposal file. Management and implementation of the project.

GRT 452 UNIQUE BOOK DESIGN (3 +0 +0) 3 ECTS 5
(Özgün Kitap Tasarımı)
The basic principles of the design of the book. Typographic approach and readability criteria. Page layout

GRT 453 CAMPAIGN VISUAL DESIGN (3 +0 +0) 3 ECTS 5
(Kampanya Görsel Tasarımı)
Fiction in the context of the campaign to determine the target audience, target audience analysis,
preparation of concept drawings of the advertisement before its creation process of research, analysis and
development of ideas, preparation of preliminary drafts; drafting and presenting the use of typography.

**GRT 455 ADVERTISING DİLM PRODUCTION** (3 +0 +0) 3 ECTS 5
(Reklam Filmi Yapımı)
Determining the overall content of the advertisement, audience analysis, media planning and client representation. Conversion of filmic thought to the advertisement message. Advertising films, narrative forms and contents. The selection of the visual style and the relationship with the target audience. Applications of advertisement films.

**GRT 490 GRADUATION PROJECT** (0 +0 +6) 3 ECTS 8
(Bitirme Projesi)
Graphic Design and Printmaking in one of the areas under the supervision of a designated faculty advisor on the project, the implementation of the knowledge and skills acquired during training.

**GRT 461 SHORT FİLM** (3 +0 +0) 3 ECTS 5
(Kısa Film)
Definition of short films, historical processes and types. In the short film script writing, budget planning, marketing, and production. Theme, documentary or experimental film making and types of management activities.

**GRT 463 SEMIOTICS** (3 +0 +0) 3 ECTS 5
(Göstergebilim)
The main theoretical framework of the discipline of semiotics, linguistics and literature from different areas of popular culture until it is used as a reading method. Architecture, plastic arts, industrial design, graphic design, visual disciplines such as semiotics, implementation and analysis of different samples.

**GRT 464 EXLIBRIS DESIGN** (3 +0 +0) 3 ECTS 5
(Exlibris Tasarımı)
Affixed to the inside cover of the books, books on the visual element in accordance with the owner's name. Original exlibris design, reproduction and numbering.

**GRT 466 GAME DESIGN** (3 +0 +0) 3 ECTS 5
(Oyun Tasarımı)
Game and game features. Examination of the psychological and sociological aspects of the game.
Computer games. The basic stages of the design process and features of computer games to be brought forward. Types and effects of computer games. Components of the game. Game design history, basic concepts, collaborative logic, games, graphic realism and pedagogical aspects.

**GR 475 EXHIBITION DESIGN (3 +0 +0) 3 ECTS 5**  
(Sergileme Tasarımı)  
Product or the information, communication space of the design to be established Museums, exhibitions, promotions, window arrangements, exhibitions, interior and exterior applications, traveling exhibitions, routing, and communicative practice, studio and stage work.