



ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Spring
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COURSE CODE	141318002	COURSE NAME	ADVERTISEMENT DESIGN
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
8	2	2	0	3	7	COMPULSORY (x) ELECTIVE ()	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
		1	1	

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
	MID-TERM	1st Mid-Term	
2nd Mid-Term			
Quiz			
Homework			
Project		1	40
Report			
Others (.....)			
FINAL EXAM		1	60

PREREQUIEITE(S)	None
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COURSE DESCRIPTION	Definition, objectives and types of advertising, brief preparation, research process in advertising, target market research, target audience research, define creative idea, creative Works, tv add, newspaper add, magazine add, new media Works, mobile, outdoor ads.
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COURSE OBJECTIVES	Learning advertising design process and overlearning with a project.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	<ul style="list-style-type: none">•Ability to recognize the design techniques and technology and to identify their differences, applications and methods.•Ability to understand and practice the design process, its steps, and production techniques.•Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.
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COURSE OUTCOMES	<ul style="list-style-type: none">•Will be able to explain advertising process and perform it•Will be able to research required for advertising design•Will be able to advertise for traditional and new media
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TEXTBOOK	<ul style="list-style-type: none">•Elden, Müge (2009). Reklam ve Reklamcılık. İstanbul: Say Yayınları.•Teker, Ulufer (2009). Grafik tasarım ve Reklam. İstanbul: Yorum Sanat Yayınevi
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OTHER REFERENCES	<ul style="list-style-type: none">•Foster, Jack (2009).Fikir Nasıl Bulunur. Ed.Umut Hasdemir. İstanbul: MediaCat Yayınları.•Jones, John Philip (2004).Reklam Nasıl İşe Yarar Araştırmanın Rolü. (Çev.Mustafa Dilber, Didem Ünal Biçicioğlu.). İstanbul: Reklamcılık Vakfı Yayınları
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TOOLS AND EQUIPMENTS REQUIRED	None
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WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Definition, objectives and types of advertising
2	Brief preparation
3	Research process in advertising
4	Target market research
5	Target audience research
6	Define creative idea
7	Define creative idea
8	MIDTERM EXAMS
9	Project / Creative Works
10	Project / Tv add
11	Project / Newspaper add
12	Project / Magazine add
13	Project / New media works mobile
14	Project / Outdoor add
15	Project Presentation
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	x		
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers			x
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs		x	
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems			x
5	The ability to recognize design technique and technology, to comprehend application areas and methods	x		
6	The ability to comprehend and apply the design process and production techniques	x		
7	The ability to update design knowledge in line with the requirements of the age and technological developments			x
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal			x
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems			x

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s): Öğr. Gör. Ayşe SARITAŞ

Signature:

Date: