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

SEMESTER	Spring

COURSE CODE	141318024	COURSE NAME	Digital Communication Technologies And New Media

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	**Practice**	**Labratory**	**Credit**	**ECTS**	**Type**	**Language**
8	2	0	0	2	2	COMPULSORY ( ) ELECTIVE (x)	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
			1	1

ASSESSMENT CRITERIA

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

PREREQUIEITE(S)	None
COURSE DESCRIPTION	Traditional media and the development of digital communication technologies, new media, social media platforms, new media and globalization, the effects of the new media, the ındividual in the digital age, social media and corporate communication, social media and brand, consumers as ad creators, topics discussed in the new media.
COURSE OBJECTIVES	Informing students about current communication approaches and developing an understanding of digital communication methods so that graduates can utilize the new methods in their design
ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	Ability to recognize the design techniques and technology and to identify their differences, applications and methods. Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.
COURSE OUTCOMES	1) Understanding the differences between traditional media and new media. 2) Learning the desirable contents of the new media
TEXTBOOK	Ed. Canan Öztürk. (2013). Dijital İletişim Teknolojileri ve Yeni Medya. Anadolu Üniversitesi Açıköğretim Yayınları.
OTHER REFERENCES	Fons Van Dyck. (2015).Yeni Nesil Reklamcılık. İstanbul: The Kitap Yayınları

TOOLS AND EQUIPMENTS REQUIRED	None

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	The Development of Traditional Media and Digital Communication Technologies
2	New Media
3	The Effects of the New Media
4	Social Media Platforms
5	Concepts Related to Indiviual and Society in the Digital Age
6	Concepts Related to Indiviual and Society in the Digital Age
7	New Media Publishing
8	MIDTERM EXAMS
9	Augemnted reality and its applications
10	Algorithms
11	Digital Games
12	Digital Marketing
13	The Effect of Digitization on Brands
14	Consumption and consumer in digital Environment
15	User Generated Content
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:**