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| **Semester** | Fall |

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| **Course Code** |  | **Course Name** | Visual Methodology |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
|  | 3 | | 0 |  | | | 3 | 7,5 | | Compulsory ( ) Elective ( x) | English |
| **Category** | | | | | | | | | | | |
| **Basic Education** | | **Art** | | | | **Design** | | | | **Visual Communication** | **Social Sciences** |
|  | | 1 | | | | 1 | | | | 2 | 3,5 |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | | 1 | | 40 |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | |  | |  |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Others (………) | | | |  | |  |
| **Final Exam** | | | | |  | | | | 1 | | 60 |
| **Prerequisites** | | | | | no | | | | | | |
| **Description** | | | | | Visual methodology course aims to provide students with a comprehensive understanding of visual communication and methods of analysis. This course focuses on the role and effects of visual culture in the social context, while teaching a variety of analytical techniques for the study of visual materials. Students will gain the ability to conduct in-depth analysis of visual texts by dealing with photography, film, graphics and other forms of visual media. They also learn visualization techniques for the visual representation of data or concepts. Through critical approaches, visual content is evaluated in terms of ideology, power and representation. In addition to theoretical knowledge, practical projects and discussions are also an important part of the course, where students develop their visual thinking skills. | | | | | | |
| **Objectives** | | | | | The aim of the visual methodology course is to teach students the basic concepts of visual communication and analysis. This course aims to enable students to understand visual culture and evaluate visual materials from a critical perspective. It also aims to provide students with the ability to analyze visual texts in depth using various visual analysis techniques. It helps them gain knowledge on how to visualize and present data effectively. While students are expected to analyze the social, cultural and political contexts of visual content, they are also encouraged to develop creative thinking and critical evaluation skills. In this way, it is aimed to educate individuals who have the knowledge and competence to apply in various disciplines with a deeper understanding of the visual world. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | The visual methodology course makes an important contribution to vocational education, helping students to build a strong foundation for their careers. This course develops students' visual communication skills while reinforcing their creative thinking and problem solving abilities. Students who learn visual analysis techniques can work effectively in a variety of fields such as media, marketing, design and art. At the same time, by increasing their critical thinking and analytical competencies, they gain the ability to evaluate and interpret complex visual content that they will encounter in professional settings. Teamwork and communication skills are strengthened through hands-on projects and group work. | | | | | | |
| **Outcomes** | | | | | Through the visual methodology course, students develop the ability to communicate visually and to analyze and interpret different visual materials effectively. They also develop the capacity to understand the social and cultural context of visual culture. Using critical thinking skills, they gain the ability to evaluate the ideological and political elements behind visual content. The ability to present complex data effectively through visualization techniques is also developed. | | | | | | |
| **Textbook** | | | | | Rose, G. (2023) Görsel Metodolojiler, İstanbul: İnkılap Yayınevi. | | | | | | |
| **References** | | | | | Pink, Sarah (2023), Görsel Metodolojide Gelişmeler, İstanbul: Espas Yayınları. | | | | | | |
| **Requirements** | | | | | - | | | | | | |

*SBE-OU-02*

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Methodological approaches to image and visuality |
| 2 | Researching with visual material |
| 3 | Production, the Image Itself, its Circulation and its Audiencing |
| 4 | Compositional Interpretation |
| 5 | Content Analysis and Cultural Analytics |
| 6 | Semiology |
| 7 | Discourse Analysis I: Text, Intertextuality  And Context |
| 8 | Midterm Exams |
| 9 | Discourse Analysis Ii: Institutions And  Ways Of Seeing |
| 10 | To Audience Studies and Beyond: Ethnographies Of  Audiences, Fans and Users |
| 11 | Digital Methods: Digital Images, Digitally Analysed |
| 12 | Making Images as Research Data |
| 13 | Research Ethics and Visual Materials |
| 14 | Presentations |
| 15,16 | Presentations/Final exams |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Advanced design thinking and creative problem-solving skills. |  |  | **x** |
| 2 | In-depth understanding of the theoretical foundations of visual communication design, gaining knowledge of various design disciplines. |  |  | **x** |
| 3 | Ability to effectively use advanced software and digital tools to participate in professional projects. |  |  | **x** |
| 4 | Skills to evaluate design projects from a critical perspective and provide professional feedback. | **x** |  |  |
| 5 | Ability to develop an independent design project using research and application methods. | **x** |  |  |
| 6 | Skills to create user-centered designs by blending aesthetics and functionality. |  |  | **x** |
| 7 | Ability to integrate knowledge from different fields into their designs with an interdisciplinary approach. |  | **x** |  |
| 8 | Skills to strategically manage design processes to achieve project goals. |  |  | **x** |
| 9 | Ability to consider sustainability and accessibility principles in their designs with a sense of ethical and social responsibility. |  |  | **x** |
| 10 | Skills to produce solutions for diverse target audiences by gaining the ability to design within global and local cultural contexts. |  |  | **x** |
| **1:** Non**e. 2:** Partially contribution**. 3:** Completely contribution. | | | | |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

Prof. Dr. Gülbin Özdamar Akarçay

Instructor 01/10/2024   
*SBE-OU-02*