



ESOGU FACULTY OF ART AND DESIGN
VISUAL COMMUNICATION DESIGN DEPARTMENT



COURSE INFORMATION FORM

Course Name	Course Code
Introduction to Video	1413xxxxx

Semester	Number of Course Hours per Week		Credit	ECTS
	Theory	Practice		
2	3	0	2	3

Course Category (Credit)				
Basic Sciences	Engineering Sciences	Design	General Education	Social
		1		1

Course Language	Course Level	Course Type
Turkish	Undergraduate	Compulsory

Prerequisite(s) if any	-
Objectives of the Course	The aim is for students to learn video production terminology and use this terminology competently.
Short Course Content	The course covers the theory and practice of film/video production, including camera use, sound control, lighting and editing.

Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1 Will be able to have information about the historical development of the video.	1-4-5	1-5	A-D
2 Will be able to understand the theoretical and technical details of video production.	1-5	1-5	A-D
3 In the video, students will be able to learn about basic topics such as light, composition and color.	5-7	1-5	A-D
4 Will be able to learn video production terminology and use it competently.	5-8	1-5	A-D

*Teaching Methods 1:Expression, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Trouble/Problem Solving, 11:Individual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation

**Measuring Methods A:Exam, B:Quiz, C:Oral Exam, D:Homework, E:Report, F:Article Examination, G:Presentation, I:Experimental Skill, J:Project Observation, K:Class Attendance; L:Jury Exam

Main Textbook	1. Şenyapılı, Önder (2002); Sinema ve Tasarım, İstanbul, Boyut Yayınları.
Supporting References	1. Jackson, W., (2016). “Digital Video Editing Fundamentals”. Apress, California. 2. Van Hurkman, A., (2014). “Color Correction Handbook: Professional Techniques for Video and Cinema”. Peachpitpress, California.
Necessary Course Material	Computer, Projector

Course Schedule	
1	An introduction to the course content and procedures
2	Historical development of video
3	Basic principles and formats of video
4	Basic video settings on camera (lenses, aperture, shutter speed, ISO)
5	Shooting techniques
6	Light and composition
7	High Key and Low Key Lighting
8	Mid-Term Exam
9	Video and audio relationship: Terms and techniques
10	Color applications in video: Color correction
11	Basic color grading
12	Breaking down a script: Storyboard
13	Short films and feature films
14	Synopsis and scenario
15	Video-Art
16,17	Final Exam

Calculation of Course Workload			
Activities	Number	Time (Hour)	Total Workload (Hour)
Course Time (number of course hours per week)	14	2	28
Classroom Studying Time (review, reinforcing, prestudy,...)	14	1	14
Homework			
Quiz Exam			
Studying for Quiz Exam			
Oral exam			
Studying for Oral Exam			
Report (Preparation and presentation time included)			
Project (Preparation and presentation time included)			
Presentation (Preparation time included)			
Mid-Term Exam	1	1	1
Studying for Mid-Term Exam	1	25	25
Final Exam	1	1	1
Studying for Final Exam	1	25	25
Total workload			94
Total workload / 30			3,133333
Course ECTS Credit			3

Evaluation	
Activity Type	%
Mid-term	40
Final Exam	60
Total	100

RELATIONSHIP BETWEEN THE COURSE LEARNING OUTCOMES AND THE PROGRAM OUTCOMES (PO) (5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)		
NO	PROGRAM OUTCOME	Contribution
1	Understanding the basic concepts and principles of visual communication design and the ability to relate them to other disciplines	5
2	Ability to comprehend design culture and ethics, rights and responsibilities of designers	3
3	Understanding the visual language of design and aesthetic sensitivity, the ability to reflect these to designs	5
4	Ability to analyze by thinking critically, to reflect this to designs and to propose appropriate solutions to problems	3
5	Ability to recognize design technique and technology, to comprehend application areas and methods	4
6	Ability to comprehend and apply design process, production techniques	5
7	Ability to update design knowledge in line with the needs of the age and technological developments	4
8	Understanding local and universal values; ability to develop design understanding from local to universal	4
9	Ability to comprehend the importance of sustainable design in the protection of nature and the environment	1
10	Gaining sensitivity to the current problems of society and the ability to develop solutions to these problems	2

LECTUTER(S)				
Prepared by	Öğr. Gör. Latif Koşu			
Signature(s)				

Date:06.06.2024