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| **Semester** | Fall |

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| **Course Code** |  | **Course Name** | Specialization Field Course |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 1 | 3 | | 0 |  | | | 0 | 5 | | Compulsory (x) Elective ( ) | Turkish |
| **Category** | | | | | | | | | | | |
| **Basic Education** | | **Art** | | | | **Desing** | | | | **Visual communication** | **Social Science** |
|  | |  | | | | 1 | | | | 2 | 4,5 |
| **Assessment Criteria** | | | | | | | | | | | |
| **Mid-Term** | | | | | **Evaluation Type** | | | | **Quantity** | | **%** |
| 1st Mid-Term | | | |  | |  |
| 2nd Mid-Term | | | |  | |  |
| Quiz | | | |  | |  |
| Homework | | | | 1 | | 40 |
| Project | | | |  | |  |
| Report | | | |  | |  |
| Others (………) | | | |  | |  |
| **Final Exam** | | | | | Homework | | | | 1 | | 60 |
| **Prerequisites** | | | | | Yok | | | | | | |
| **Description** | | | | | Thesis Topic Selection and Literature Review, Research Methods and Data Collection, Data Analysis and Interpretation, Academic Writing and Presentation Techniques. | | | | | | |
| **Objectives** | | | | | This course is designed to provide students with an in-depth exploration of visual communication design and to help them gain expertise in their specialized fields. Students will conduct comprehensive research on their chosen design topics, develop new theories, create projects that foster critical perspectives, and stay updated on developments in various areas of visual communication design. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | The course will enable graduate students to conduct academic research and plan and implement research projects, such as theses, articles, and papers. | | | | | | |
| **Outcomes** | | | | | Students will gain a deep understanding of the theoretical foundations of visual communication design.  Students will acquire the ability to apply creative thinking and innovation in design projects.  Students will be able to analyze how visual communication is shaped and its effects within social, cultural, and psychological contexts.  By conducting research and analysis, students will develop new design theories and acquire skills in scientific writing and reporting.  Students will develop a critical perspective on their chosen topics and gain in-depth knowledge in their field. | | | | | | |
| **Textbook** | | | | | Neuman, W.L. (2020). Toplumsal Araştırma Yöntemleri 1, 2. Siyasal Kitabevi.Creswell, J. W. (2021). Nitel Araştırma Yöntemleri. Siyasal Kitabevi.Rose, G. (2023). Görsel Metodoloji. İnkılap Kitabevi.Erişti, S.D. (2024). Görsel Araştırma Yöntemleri, Pegem Yayınları. | | | | | | |
| **References** | | | | | Karasar, N. (2004) Bilimsel Araştırma Yöntemi. Ankara: Nobel Yayın Dağıtım.Yıldırım, A. & H. Şimşek (2000) Sosyal Bilimlerde Nitel Araştırma Yöntemleri. Ankara: Seçkin Kitabevi. | | | | | | |
| **Requirements** | | | | | Computer | | | | | | |

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| **Syllabus** | |
| **Week** | **Topics** |
| 1 | Course Introduction and Basic Concepts |
| 2 | Fundamental Theories and Approaches in Design |
| 3 | Visual Communication and Cultural Context |
| 4 | Design Process and Creative Methods |
| 5 | Literature Review and Research Methods |
| 6 | Literature Review and Research Methods |
| 7 | Literature Review and Research Methods |
| 8 | Midterm exam |
| 9 | Research Draft and Feedback |
| 10 | Research Draft and Feedback |
| 11 | Writing and Reporting |
| 12 | Writing and Reporting |
| 13 | Final Presentations (Student Presentations) |
| 14 | Final Presentations (Student Presentations) |
| 15,16 | Final exam |

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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

Ders Öğretim Üyesi

06/10/2024

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