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| **Semester** | Fall |

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| **Course Code** |  | **Course Name** | Master's Thesis |

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| **Semester** | **Weekly Course Period** | | | | | | **Course’s** | | | | |
| **Theory** | | **Practice** | **Laboratory** | | | **Credit** | **ECTS** | | **Type** | **Language** |
| 3 | 0 | | 1 |  | | | 0 | 25 | | 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** | | | | | Determining the Thesis Topic and Literature Review, Research Methods and Data Collection, Data Analysis and Interpretation, Thesis Writing and Scientific Writing Guidelines, Presentation Techniques and Defense | | | | | | |
| **Objectives** | | | | | This course aims to guide students in conducting original research in the field of visual communication design and preparing a master's thesis. Students will choose an in-depth topic in their field and conduct thesis work that contributes theoretically and practically by utilizing academic research methods. The course also aims to develop students' scientific writing and presentation skills, enabling them to contribute to the academic world. | | | | | | |
| **Additive of Course to Apply Professional Education** | | | | | Graduate students will be equipped to conduct academic research, plan and execute research projects such as theses, articles, and papers. | | | | | | |
| **Outcomes** | | | | | They will be able to develop an original research question in the field of visual communication design and prepare a scientific thesis in response to this question. They will be capable of creating a scientific research report in accordance with academic writing standards. By using both qualitative and quantitative research methods, they will acquire the skills to collect, analyze, and interpret data. Students will be able to compare the data obtained in the context of visual communication design with the existing literature to derive meaningful conclusions. They will gain the competence to present and defend their thesis work effectively. Furthermore, they will develop the ability to participate in academic discussions and enhance their critical thinking skills. 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 | Choosing the Thesis Topic and Literature Review |
| 2 | Choosing the Thesis Topic and Literature Review |
| 3 | Literature Review and Developing the Research Question |
| 4 | Literature Review and Developing the Research Question |
| 5 | Thesis Structure and Scientific Writing Guidelines |
| 6 | Determining the Research Method |
| 7 | Data Collection Techniques and Ethical Guidelines |
| 8 | Midterm exam |
| 9 | Data Analysis and Drawing Conclusions |
| 10 | Preparing the Thesis Draft |
| 11 | Feedback and Revision |
| 12 | Writing and Reporting |
| 13 | Feedback and Revision |
| 14 | Feedback and Revision |
| 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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