

KASTAMONU UNIVERSITY

Faculty of Fine Arts and Design Department of Graphic Design [Undergraduate]

1st. TERM CLASS PLAN				
Course Code	Course Name	T+P	UK	ECTS
TSE 101	Basic Design-I	4+2	5	8
GRF 101	Pattern-I	2+2	3	4
GRF 103	Art History	2+0	2	2
GRF 105	Perspective	1+1	1,5	2
GRF 107	Photograph-I	2+1	2,5	3
AIITL 101	History of Atatürk's Principles and Turkish Revolutions-I	2+0	2	2
YDL 105	Foreign Language-I (English)	2+0	2	2
TDL 103	Turkish Language-I	2+0	2	2
Total Credit		18+6	21	30

2nd. TERM CLASS PLAN				
Course Code	Course Name	T+P	UK	ECTS
TSE 102	Basic Design -II	4+2	5	8
GRF 102	Pattern-II	2+2	3	4
GRF 104	Graphic Art History	2+0	2	2
GRF 106	Interdisciplinary Art	2+0	2	2
GRF 108	Photograph-I	2+1	2,5	3
AIITL 102	History of Atatürk's Principles and Turkish Revolutions-II	2+0	2	2
YDL 106	Foreign Language -II (English)	2+0	2	2
TDL 104	Turkish Language-II	2+0	2	2
Total Credit		19+6	21,5	30

3rd. TERM CLASS PLAN				
Course Code	Course Name	T+P	UK	ECTS
GRF 201	Design Workshop-I	2+2	3	6
GRF 203	Design Programs and Image Processing-I	2+2	3	6
GRF 205	Tipography-I	2+2	3	4
GRF 207	Digital Photography	2+2	3	4
GRF 209	Illustration	2+2	3	4
GRF 21X	Optional Lesson	2+0	2	2
GRF 21X	Elective Workshop	2+2	3	4
Total Credit		14+12	20	30
ELECTIVE COURSES				
Course Code	Course Name	T+P	UK	ECTS
GRF 219	Visual Communication	2+0	2	2
GRF 221	Busines Administration	2+0	2	2
GRF 223	Art Criticism	2+0	2	2
GRF 225	Human Resources Management	2+0	2	2
ELECTIVE WORKSHOP				
Course Code	Course Name	T+P	UK	ECTS
GRF 211	Pattern	2+2	3	4
GRF 213	Exhibition Graphic	2+2	3	4
GRF 215	Graphic Design Application Areas	2+2	3	4
GRF 217	Watercolor Techniques	2+2	3	4

4rd. TERM CLASS PLAN				
Course Code	Course Name	T+P	UK	ECTS
GRF 202	Design Workshop-II	2+2	3	6
GRF 204	Design Programs and Image Processing-II	2+2	3	6
GRF 206	Tipography-II	2+2	3	4
GRF 208	Street Art	2+2	3	4
GRF 210	Digital Illustration	2+2	3	4
GRF 21X	Optional Lesson	2+0	2	2
GRF 21X	Elective Workshop	2+2	3	4
Total Credit		14+12	20	30
ELECTIVE COURSES				
Course Code	Course Name	T+P	UK	ECTS
GRF 220	Advertising Fundamentals and Technologies	2+0	2	2
GRF 222	Cultural History	2+0	2	2
GRF 224	Semiotics	2+0	2	2
GRF 226	Art Philosophy	2+0	2	2
ELECTIVE WORKSHOP				
Course Code	Course Name	T+P	UK	ECTS
GRF 212	Watching Art Events	2+2	3	4
GRF 214	Wallpaper	2+2	3	4
GRF 216	Traditional Turkish Art	2+2	3	4
GRF 218	Ebru Art	2+2	3	4

5rd. TERM CLASS PLAN				
Course Code	Course Name	T+P	UK	ECTS
GRF 301	Design Workshop-III	2+2	3	6
GRF 303	Original Edition-I	2+4	4	8
GRF 305	Packaging Design	2+2	3	4
GRF 307	Desktop Publishing	2+2	3	4
GRF 309	Design Readings	2+0	2	2
GRF 31X	Optional Lesson	2+0	2	2
GRF 31X	Elective Workshop	2+2	3	4
Total Credit		14+12	20	30
ELECTIVE COURSES				
Course Code	Course Name	T+P	UK	ECTS
GRF 319	Agency Management and Organization	2+0	2	2
GRF 321	Communication and Design	2+0	2	2
GRF 325	History of Civilization	2+0	2	2
ELECTIVE WORKSHOP				
Course Code	Course Name	T+P	UK	ECTS
GRF 311	Advertising Photography	2+2	3	4
GRF 313	Digital Font Design	2+2	3	4
GRF 315	Textile Pattern Design	2+2	3	4
GRF 317	Experimental Photography	2+2	3	4

6rd. TERM CLASS PLAN				
Course Code	Course Name	T+P	UK	ECTS
GRF 302	Design Workshop-IV	2+2	3	6
GRF 304	Original Edition-II	2+4	4	8
GRF 306	Research Workshop	2+2	3	4
GRF 308	Animation	2+2	3	4
GRF 310	Contemporary Art Theories	2+0	2	2
GRF 31X	Optional Lesson	2+0	2	2
GRF 31X	Elective Workshop	2+2	3	4
Total Credit		14+12	20	30
ELECTIVE COURSES				
Course Code	Course Name	T+P	UK	ECTS
GRF 320	Professional Developments	2+0	2	2
GRF 322	Advertising Information	2+0	2	2
GRF 324	The Art of Calligraphy	2+0	2	2
ELECTIVE WORKSHOP				
Course Code	Course Name	T+P	UK	ECTS
GRF 312	Infographic	2+2	3	4
GRF 314	Seramic Art	2+2	3	4
GRF 316	Advertising Film Production	2+2	3	4
GRF 318	Acrylic-Oil Painting Techniques	2+2	3	4

7rd. TERM CLASS PLAN				
Course Code	Course Name	T+P	UK	ECTS
GRF 401	Design Workshop-V	2+2	3	6
GRF 403	Original Edition-III	2+4	4	8
GRF 405	Animation	2+2	3	4
GRF 407	Portfolio	2+2	3	4
GRF 409	Seminar	2+0	2	2
GRF 41X	Optional Lesson	2+0	2	2
GRF 41X	Elective Workshop	2+2	3	4
Total Credit		14+12	20	30
ELECTIVE COURSES				
Course Code	Course Name	T+P	UK	ECTS
GRF 417	Release Chart	2+0	2	2
GRF 419	Aesthetic	2+0	2	2
GRF 421	Digital Culture	2+0	2	2
ELECTIVE WORKSHOP				
Course Code	Course Name	T+P	UK	ECTS
GRF 411	Modelling	2+2	3	4
GRF 413	Game Materials	2+2	3	4
GRF 415	Museum and Cultural Heritage	2+2	3	4

8rd. TERM CLASS PLAN				
Course Code	Course Name	T+P	UK	ECTS
GRF 402	Design Workshop-VI	2+2	3	6
GRF 404	Original Edition-IV	2+4	4	8
GRF 406	Web Interface Design	2+2	3	4
GRF 408	Entrepreneurship	2+2	3	4
GRF 410	Conceptual Art	2+0	2	2
GRF 41X	Optional Lesson	2+0	2	2
GRF 41X	Elective Workshop	2+2	3	4
Total Credit		14+12	20	30
ELECTIVE COURSES				
Course Code	Course Name	T+P	UK	ECTS
GRF 422	Research Techniques	2+0	2	2
GRF 424	Mythology	2+0	2	2
GRF 426	Quality Assurance and Standarts	2+0	2	2
GRF 428	Copywrinting	2+0	2	2
ELECTIVE WORKSHOP				
Course Code	Course Name	T+P	UK	ECTS
GRF 412	City and Culture: Kastamonu	2+2	3	4
GRF 414	Calligraphy	2+2	3	4
GRF 416	Soscial Responsibility Project	2+2	3	4
GRF 418	Multimedia	2+2	3	4

KASTAMONU UNIVERSITY
FACULTY OF FINE ARTS AND DESIGN
GRAPHIC DESIGN DEPARTMENT COURSES AND CONTENTS

1ST CLASS – 1ST SEMESTER

AHTL101 - ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION I (2-0) 2

Starting with the basic features of the Turkish Revolution, starting from the collapse of the Ottoman Empire in chronological order, to prepare the evaluation environments in which the students can analyze by considering the Tanzimat and Constitutional Periods and the process following World War I.

TDL103 - TURKISH LANGUAGE-I (DISTANCE LEARNING) (2-0)2

Language families, the importance of using the language, verbal and written literary genres, punctuation marks; presentation, poem, essay, story, newspaper, magazine studies and applications.

YDL105 - FOREIGN LANGUAGE (THE ENGLISH) I (3-0)3

To acquire English grammar, vocabulary, reading comprehension, oral expression and writing skills in a level that will be the basis of English.

TSE101 – BASIC DESIGN I (4-2) 5

It can be seen that elements and principles (point, texture, line, color, space-occupancy, light-shadow, ratio, motion, direction, structure, rhythm, conformity, contrast, integrity). Natural and artificial objects on paper with charcoal; point types, point applications in nature, the definition of the line, the types of lines, light-shadow and perspective to examine the function and relationship in composition.

GRF101 - PATTERN I (2-2) 3

What is pattern? The purpose of design, function, basic tools used in drawing patterns, drawing environment, to make placement on paper. Using different drawing techniques (Lavis, chiaroscuro ...), design principles and theories (ratio-proportion, depth, light-dark).

GRF103 – ART of HISTORY (2-0) 2

Starting from the Palaeolithic period, to learn the historical development of art in Mesopotamia, Anatolia and West, to introduce civilization, period, style, current and artists.

GRF105 - PERSPECTIVE (1-1) 1,5

To be able to use basic perspective drawing techniques. To make perspective drawing applications with escape point perspective drawing techniques.

GRF107 - PHOTOGRAPHY I (2-1) 2,5

Short history of photography, photo areas, shooting techniques, machine and accessories. To examine the works of important photographers and to perform inside-out photography related to the determined subject.

1ST CLASS – 2ST SEMESTER

AITL102 - ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REVOLUTION I (2-0) 2

Mustafa Kemal's examination of the modern Turkish nation's constitutional stages, political, economic, social and cultural events.

TDL104 - TURKISH LANGUAGE-I (DISTANCE LEARNING) (2-0)2

The format of the information Turkey Turkish, types of words, of sentences, expression disorders, learning the written and oral expression rules.

YDL106 - FOREIGN LANGUAGE (THE ENGLISH) I (3-0)3

To teach reading-comprehension, writing, listening-comprehension and speaking skills along with basic English grammar.

TSE102 – BASIC DESIGN II (4-2) 5

To examine color, color scale presentation, texture, contrast and structure subjects and make contextual and formal applications within these subjects.

GRF102 - PATTERN II (2-2) 3

To study important concrete examples selected from abstract and concrete studies, research and perspective-relation with figure-space relation, pattern knowledge and art history.

GRF104 – HISTORY of GRAPHIC ART (2-0) 2

To examine the development of graphic design, from the Industrial Revolution to the Bauhaus School, in the context of social, political, economic and cultural dynamics. It is aimed to introduce successful graphic designers and artists who exemplify different conceptual and formal strategies of art and culture. The qualities of modern art movements that have come to the fore in the late 19th century parallel to day-to-day technological developments. To examine how modern art has shaped graphic design through examples. To be able to analyze the visual language of new trends in graphic design in the first half of the 20th century.

GRF106 - INTERDISCIPLINARY ART (2-0) 2

To be able to produce new up-to-date and original works in this context by discovering the interrelations and interactions of different traditions, cultures, innovations, materials, methods and different disciplines in art and design.

GRF108 - PHOTOGRAPHY II (2-1) 2,5

As a continuation of the first half of the semester, photo portraits are made by taking photo shoots on the photo areas studied.

2ST CLASS – 3ST SEMESTER

GRF201 – DESIGN WORKSHOP I (2-2) 3

Natural and industrial objects; to make simple, complex, concrete abstract drawing exercises in a particular workshop discipline. To create designs using the principles and methods of design and the forms and forms obtained from the project.

GRF203 - DESIGN PROGRAMS AND IMAGE PROCESSING I (2-2) 3

Understand the basic properties of a bitmap image program (PSD). To be able to prepare products that can be used in design by improving image processing ability in computer environment.

GRF205 - TYPOGRAPHY I (2-2) 3

To understand the historical development of the writing, the types of writing and the anatomical structure of the letters. To reveal the importance and place of typography in graphic design. To do essay researches and essays that will create the typography infrastructure in the main element of the design.

GRF207 - DIGITAL PHOTOGRAPHY (2-2) 3

To get basic information about the development of digital photography, the use of tools and accessories. Discussing digital photographs and producing projects related to the subject determined. Creating an exhibition with digital shooting applications. Processing of digital photographs on computer and photo processing programs (PSD etc.), digital deformation and manipulation applications. Producing products in the frame of the project theme.

GRF209 - ILLUSTRATION (2-2) 3

Using imaginative power creatively and producing projects in accordance with specific topics and scenarios with traditional methods (manual drawing) in order to develop technical skills. Book illustrations, storyboard studies.

2ST CLASS – 4ST SEMESTER

GRF202 - DESIGN WORKSHOP II (2-2) 3

To do drawing research based on a specific workshop discipline, taking advantage of any feature or wholeness involved in pets and wildlife. Converting the abstract forms obtained to graphic design products (Deformation-Manuplication).

GRF204 - DESIGN PROGRAMS AND IMAGE PROCESSING II (2-2) 3

To be able to understand the basic properties of a vector drawing program (Freehand / Corel Draw / Adobe Illustrator) and develop the ability to draw two-dimensional drawings in a computer environment. Starting from this aim, to create design products with a vector design program in computer environment.

GRF206 - TYPOGRAPHY (2-2) 3

To make legibility tests on text by examining fonts based on printing systems. To create visual typographic compositions with various associations related to the artistic direction of typography. To prepare communication visuals (materials) with typographic elements.

GRF208 – STREET ART (2-2) 3

Using city streets as a surface, placing in appropriate areas, recycling, giving instant products and products using the city platform.

GRF210 - DIGITAL ILLUSTRATION (2-2) 3

As a follow-up to the 3rd semester, the students will be able to make application works for the determined project subjects in the computer (digital) environment (3D book, illustrative portrait, self portrait, character design etc.).

3ST CLASS – 5ST SEMESTER

GRF301 - DESIGN WORKSHOP III (2-2) 3

Make 3D animated maps for use in tourism purposes locally and locally. To provide supplementary materials in the form of teaching assistant materials for the various stages of education which will help to narrate important historical periods and events.

GRF303 - ORIGINAL EDITION I (2-4) 4

To recognize the historical development, types and applications of artistic and original oppression. To make composition studies using basic technical and design principles and elements used in original prints. Perform template printing experiments.

GRF305 - PACKAGING DESIGN (2-2) 3

To define the packaging problem from design to storage, from exhibition to storage and to make packaging and model applications for the determined areas and products by making formal, visual and typographic analyzes.

GRF307 - DESKTOP PUBLISHING (2-2) 3

Recognize desktop publishing concepts. To understand the historical development of printing, important turning points and technologies. To design multi-page products such as magazines, books, newspapers.

GRF309 - DESIGN READINGS (2-0) 2

Art and design culture, see artistic views of important arts artists and their effects. To examine the examples of design, to analyze and criticize advertisements.

3ST CLASS – 6ST SEMESTER

GRF302 - DESIGN WORKSHOP IV (2-2) 3

To prepare a social campaign on a topic-specific basis. Transforming current topics and events into visual materials and graphic products that will make the targeted audience aware.

GRF304 - ORIGINAL EDITION II (2-4) 4

Introducing the high-pressure technique, which is the continuation of the 5th semester, and creating composition with line and stain-like compositions. To make printing applications with materials used in high printing (linoleum and wood).

GRF306 – RESEARCH STUDIO (2-2) 3

To study postal art works and to design products, to make up-to-date and material-based applications such as collage-assemblage (three-dimensional material collage). To learn 3-D modeling by using various materials moving from two-dimensional compositions of a certain project. Andaç, award sculpture, model etc. make various modeling applications.

GRF308 - ANIMATION I (2-2) 3

To know basic information and short history of animation. To create 2D animations by planning story, character, background elements by traditional methods.

GRF310 - CONTEMPORARY ART THEORY (2-0) 2

To have knowledge about the emergence, development, social reflections, postmodernism and contemporary artistic tendencies of modernism. To be able to comment on a piece of art through this knowledge.

4ST CLASS – 7ST SEMESTER

GRF401 - DESIGN WORKSHOP V (2-2) 3

To create an institutional identity, to have a say in the brand process. To create all identity promotion activities of an organization in marketing and advertising activities and to take an active role in the branding and branding process. To be able to prepare a creative, unique and effective corporate identity file.

GRF403 - - ORIGINAL EDITION III (2-4) 4

To introduce the pit printing techniques and to apply printing with selected compositions determined by creating compositions that are effective with the linear elements appropriate to the gravure technique together with the knowledge of tools and materials.

GRF405 - ANIMATION II (2-2) 3

The story to be formed as the continuation of the 6th semester is to use different materials (game hurdle) to create characters, backgrounds and scenes, to shoot each scene and to complete the application. To produce video animations with After effects program.

GRF407 - PORTFOLIOS (2-2) 3

To be able to prepare a professional designer portfolio in different creative dimensions for business applications or personal, general or specific work field.

GRF409 - SEMINAR (2-0) 2

Copyright, museum and museum education, master craftsmen, exlibris, printing arts etc. to make researches, to prepare presentations and to make documents in the fields related to the field. To be able to discuss with individual or brain storming method.

4ST CLASS – 8ST SEMESTER

GRF402 - DESIGN WORKSHOP VI (2-2) 3

To create a theme, composition and product to be determined as a graduation project, to identify and prepare exhibition space and exhibition environment and to perform exhibition by making presentation. All the theoretical and practical work done up to this turnaround is to spend your life using this activity.

GRF404 - - ORIGINAL EDITION I IV (2-4) 4

To introduce the tools and equipment of flat printing techniques. To acquire the basic concepts of serigraphy, tools and materials. In this direction, to create original commercial compositions or both on the various materials (plastic, textile, paper, etc.) to apply pressure.

GRF406- WEB INTERFACE DESIGN (2-2) 3

To create a corporate web interface by using the basics and technologies related to web design.

GRF408 - ENTREPRENEURSHIP (2-2) 3

Entrepreneurship; to learn about the conceptual framework, approaches, functions, process, culture of entrepreneurship, local and international context of entrepreneurship and ethics of entrepreneurship. Turkey examples in the historical process and evaluate international entrepreneurship. Examining and evaluating the economic, legal, financial, behavioral, psychological, social and cultural aspects of entrepreneurship that arise in different aspects of the organization or small business-family management dimensions.

GRF410 - CONCEPTUAL ART (2-0) 2

To recognize world art after 1950, using different disciplines together, texts, written expressions, waste-find materials, scrolls, photographic film materials etc. produce ideas and works with materials.

DEPARTMENTAL ELECTIVE ART WORKSHOP LESSONS

PATTERN (2-2) 3

Using different methods and tools to make pattern studies using previous learning.

EXHIBITION GRAPHICS (2-2) 3

To examine the exhibition spaces such as identity and space identity, big business center, sports and entertainment center in terms of display culture.

GRAPHIC DESIGN APPLICATION AREAS (2-2) 3

Outdoor advertising; banners, billboards, racquet boards, building cladding, vehicle cladding, tv advertisements, signage, to do similar applications by examining a product or service from the sector.

WATER PAINTING TECHNIQUES (2-2) 3

To be familiar with using watercolor as a painting material by itself, to apply basic techniques of watercolor and how to apply these techniques with practical works.

MONITORING ART ACTIVITIES (2-2) 3

In terms of developing an aesthetic point of view, students are expected to learn theater, cinema, painting exhibition, installation and so on. participate in events and convey their impressions.

WALLPAPER (2-2) 3

Fresco, an old painting method, has been informed theoretically and applied wall paintings, panel tiles, tiles, etc. on a selected subject frame. do design practice exercises.

TRADITIONAL TURKISH ARTS (2-2) 3

Calligraphy, gilding, tile, carpet kilim old fabric patterns, jewelry design and applications, miniature, ebru, etc. to make different design and composition applications related to the arts.

EBRU ART (2-2) 3

To inform the student about the history and important masters of Turkish ebru. To introduce Ebru tools and materials. To produce works by ensuring that the student gains brush mastery with basic practices.

ADVERTISEMENT PHOTOGRAPHY (2-2) 3

Professional shooting using the studio and photographic apparatus for promotion by showing the artistic creation of the photograph, the factors increasing the visual quality and the examples showing the purpose of the photography.

DIGITAL FONT DESIGN (2-2) 3

To make a comprehensive study on fontography application and typesetting with writing character drawing and font making application workshops.

TEXTILE DESIGN (2-2) 3

Design different patterns with the acquisition of design elements and principles such as line, color, shape, texture, and methods and skills related to them.

EXPERIMENTAL PHOTOS (2-2) 3

In addition to the theoretical and practical knowledge he has acquired up to now on photography, he uses different disciplines and different materials to create new narrative languages as a result of planned experiments against traditional shooting rules.

INFOGRAPHICS (2-2) 3

Drawing and graphical explanations visually displaying data and knowledge, displaying selected topics in an illustrative way with signs, maps and technical writing.

CERAMIC ART (2-2) 3

To have knowledge about design process, material knowledge and design techniques in the field of ceramic art and to do two or three dimensional study about selected subject.

ADVERTISEMENT FILM CONSTRUCTION (2-2) 3

Ad swipe ad, video swipe ad, etc. to learn technical theoretical knowledge. Scenario storyboard to know the stages of commercial film production. Theoretically and practically how to take the advertisement advertisement file.

ACRYLIC-OIL PAINTING TECHNIQUES (2-2) 3

Acrylic and oil paints to use as a picture material to recognize with examples, basic techniques and how to implement these techniques to perform practical studies.

MODELING (2-2) 3

To develop the ability of 3D sensing and forming in students. It is aimed to provide study and research, to teach how to use and form clay materials. To study the possibilities and limitations of the material while studying with shaping techniques (flat, pyramid, concave, convex plan) in coordination with the hand and eye, modeling negative / positive forming techniques, applying with plaster material.

GAME MATERIALS (2-2) 3

To learn the concept of educational game in the light of definition, concept and theoretical information about games and toys. To increase the students' volume, three dimension, proportion, proportion and scale perceptions and to make practices that will increase the hand skills. To be able to produce educational and creative games and toys for students in various grades.

BEAUTY AND CULTURAL HERITAGE (2-2) 3

While giving a broad view on the protection of cultural heritage; to introduce theories, techniques and methods in the field of conservation of structures and urban tissues.

PUBLICATION GRAPHICS (2-2) 3

Determination of the character and punto of the typographic elements to be used in the gridal sub-structure of the page structure composing the visual identity of the book or the periodical publication, the selection of the character and punton used in the text, the number of the columns, the compatibility of the selected text characters with the picture and photo elements, to make applications for design.

CITY AND CULTURE: KASTAMONU (2-2) 3

Concepts of city and culture, geography, urban-urbanization, history and culture concepts are examined on urban texture of Kastamonu and artistic and cultural elements reflecting the city are determined and applied visual work is done.

CALLIGRAPHY (2-2) 3

To be able to use modern writing styles, to create art works, to have knowledge about Chinese, Western and Islamic calligraphy, writing examples which are developed by using writing systems and writing elements, frequently used for decorative purposes.

SOCIAL RESPONSIBILITY PROJECT (2-2) 3

To cooperate with science and art disciplines to solve problems identified in the real-life environment outside the school, to develop the ability to reflect on life by developing environmental awareness and civil society sensitivity other than vocational education. To develop social awareness and awareness in particular issues that are relevant to society and which are part of life, to develop cooperation, solidarity and effective communication skills

MULTIMEDIA (2-2) 3

To be informed about what can be done with multimedia, to know the software and technology found, to make creative design and applications and effective visual presentation designs by using writing, visual, sound and animation elements within a determined project.

DEPARTMENTAL ELECTIVE COURSES

VISUAL COMMUNICATION (2-0) 2

Basic subjects and concepts related to communication, types of communication, being a literary judge for the importance of communication in human and social life, doing academic research related to the field.

BUSINESS ADMINISTRATION (2-0) 2

To study subordinate and upper communication, group work, group dynamics, interaction between groups, business ethics, motivation, power foci in business life.

ART CRITICISM (2-0) 2

What is the size of a work of art, the material used, who owns the work, how the visual icons of the work are answered; reading, interpreting, analyzing and judicial analysis.

HUMAN RESOURCES MANAGEMENT (2-0) 2

To reflect the program design required for the efficient operation of the human power, including the staff at the top of the organization, including the staff at the bottom of the unqualified workforce. To investigate mobing in the workplace.

ADVERTISING FUNDAMENTALS AND TECHNOLOGIES (2-0) 2

To be able to recognize the basic concepts related to the advertising sector, to identify and use advertising technology related to advertising, and to understand the organization and functioning of advertising agency. Developing advertising strategies.

HISTORY OF CULTURE (2-0) 2

To examine the intellectual and cultural characteristics of certain periods, countries and communities. To discuss the cultural characteristics of the subjects such as painting, music theater, cinema, opera, ballet, sightseeing, fairs, festivals and exhibitions.

SEMIOTICS (2-0) 2

To interpret, produce or understand the elements used in the works of art and to examine this process.

ART PHILOSOPHY (2-0) 2

What is good? Pleasant and good concepts of life. And by recognizing these concepts, the essence of the work of art is to search for answers by taking the meaning.

AGENCY MANAGEMENT AND ORGANIZATION (2-0) 2

Identify the objectives and workloads of all units involved in the organization of a design agency.

COMMUNICATION AND DESIGN (2-0) 2

What is communication? To define communication concepts, methods and fields.

HISTORY OF CIVILIZATION (2-0) 2

To acquire the ability to analyze the elements affecting social life from the values such as science, philosophy, art and literature and analyze the social movements of today.

PROFESSIONAL DEVELOPMENTS (2-0) 2

To make a discussion on current developments in graphic design, visual communication design, advertising, print, advertising agency, interactive media.

ADVERTISING KNOWLEDGE (2-0) 2

What is an ad? Historical examples of advertising, an overview of advertising, advertising-marketing-agency relationship, advertising objectives and strategies, to discuss the brand planning process.

CALLIGRAPHY (2-0) 2

What is the calligraphy? To make an assessment on calligraphy types and historical examples of writing examples and contemporary calligraphy art examples.

BRAND MANAGEMENT (2-0) 2

To learn the concepts about branding. Creating brand value and exploring use and marketing strategies in the global world.

AESTHETIC (2-0) 2

Definition of beauty, its formation, to learn its place in historical process. To examine aesthetic theories and related approaches. To explain the concept of beauty through examples.

DIGITAL CULTURE (2-0) 2

The process of development of digital technology, usage areas of today's technology, interaction between cultures. Questioning technological transitions through case studies. It also examines the place of digital culture in issues such as cultural sharing and culture transfer.

RESEARCH TECHNIQUES (2-0) 2

Scientific research, learn what to do to conduct an academic review. Index browsing, finding the main source and references.

MYTHOLOGY (2-0) 2

To examine and interpret the myths of a religion or cult. To be able to discuss with individual or brainstorming method.

QUALITY ASSURANCE AND STANDARDS (2-0) 2

To be informed about the quality assurance and standards of the products or services related to the field by examining the rules and requirements of the quality of a product or service.

TEXT AUTHOR (2-0) 2

To learn the basic principles and principles of text writing for advertising, to understand the types of texts used in visual media and to prepare creative and functional texts for professional use in media fields in accordance with this information.