

COURSE DESCRIPTION AND APPLICATION INFORMATION

Course Name	Code	Semester	T+A+L	Course Type C / O	Local Credits	ECTS
Art Directing	AD 310	6	3+0+0	O	3	6
Academic Unit	Advertising					
Mode of Delivery	Face to face					
Prerequisites	n/a					
Language of Instruction	English					
Level of Course Unit	Undergraduate					
Course Coordinator	Assist. Prof. Dr. Ayşe Binay Kurultay					
Course Lecturer(s)	Şenay Ürek Doğar					
Course Assistant(s)	None					
Course Objectives	<p>The students are expected to:</p> <ul style="list-style-type: none"> Understand the basics of reading and critically analyzing various signs, symbols and images from our daily lives; Learn how to associate meaning with representational imagery into generating new concepts and ideas. 					
Course Contents	<p>This is an introductory level class into the basic vocabulary and graphic design of visual thinking, including signs, symbols, icons, index and representation. By using exemplary works which the visual communication designers will face and apply in the near future in graphic design, photography and advertising, the basic vocabulary of visual communication is examined using visual samples.</p>					
Learning Outcomes of the Course Unit	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> basically apply the visual language of graphic design, analyze information regarding the relationship between graphic design, including icons, indexes, and symbols, use pictorial imagery and symbols within the context of graphic design, interpret samples in visual communication design in the world and reach a level sufficient to apply these samples, evaluate the relationship between certain aspects of the Gestalt Theory and visual communication. 					
Planned Learning Activities and Teaching Methods	Course book, notes					

WEEKLY SUBJECTS AND RELATED PREPARATION STUDIES

Week	Subjects	Related Preparation
1	Introduction	interpretation of diverse visual examples.
2	Visual Perception	Visual Perception: Difference between looking and seeing (Gestald Examples)
3	Core concepts of visual design and areas of application.	Case studies and mini project.
4	Presenting the brief and getting approved.	What is the communication and visual communication? The need for communication and impacts on perception.
5	Choosing the best creative idea among the alternative ones.	Principles of design and visual communication and examples of applications.
6	Typography,	Impact of typography and printing on visual communication.
7	Abstracting in visual communication.	Abstracting in advertising design. Impact of readability and meaning.
8	Elements of advertising.	Innuendo, metaphor and satire in advertising.
9	Elements of graphic design.	What is symbol? What it means? How symbols impose meaning?
10	Approving the radio, press, outdoor art works, giving revisions if it is necessary.	To gather, analyse and use the information required to create content for advertising.
11	Approving dijital and alternative mediums materials	Advertising Production I: Poster, flyer, advert.
12	Giving revisions if it is necessary.	Advertising Production II: Billboard, bus stop and ambient.

13	Evaluating the presentation of the idea	Advertising Production III: Campaign design
14	Giving some advise to make the presantation better.	Introduction to the course, interpretation of diverse visual examples.

Recomended or Required Reading	Mirzoeff, Nicholas (1999), "An Introduction to Visual Culture," Psychology Press, London.
	Arthur Asa Berger (1989), "Seeing is Believing: An introduction to visual communication," Mayfield Publishing Company, London.
	Bergström, Bo (2009), "Essentials of visual communication," Laurence King Publishers, London.
	Frascara, Jorge (2004), "Communication design: principles, methods, and practice," Allworth Communications: London.
	Robinson, Andrew (1995), "The story of writing," Thames and Hudson: London.
Other Course Resources	

THE RELATIONSHIP BETWEEN COURSE LEARNING OUTCOMES (LO) AND PROGRAM QUALIFICATIONS (PQ)

	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10
LO1		1			1					
LO2		1			1					
LO3		1			1					
LO4				1	1			1	1	
LO5	1	1			1					
3	High Level of Contribution			2	Average Level of Contribution			1	Low Level of Contribution	

ASSESSMENT METHODS AND CRITERIA			ECTS / WORKLOAD			
Semester Requirements	Number	Percentage of Grade (%)	Activities	Number	Duration (hours)	Total Workload
Attendance / Participation			Course Hours	16	3	48
Laboratory			Laboratory			
Practice / Exercise			Practice / Exercise			
Field Work			Field Work			
Project			Project			
Homework Assignments	2	10	Homework Assignments	5	16	80
Presentation / Jury			Preparation for Presentation / Jury			
Course Specific Internship			Course Specific Internship			
Other Practices (Seminar, Studio Crits, Workshop, etc.)			Other Practices (Seminar, Studio Crits, Workshop, etc.)			
Extra-Class Activities (Reading, Individual Work, etc.)			Extra-Class Activities (Reading, Individual Work, etc.)			
Mid-Terms / Oral Exams / Quizes	1	40	Mid-Terms / Oral Exams / Quizes(Exam Hours and Preparation)			
Final Exam	1	50	Final Exam (Exam Hours and Preparation)	1	22	22
TOTAL		%100	TOTAL WORKLOAD			150 Hours 6 ECTS

1 ECTS = 25 hours workload