

Üsküdar University

Faculty of Communication

VISUAL COMMUNICATION DESIGN

DEPARTMENT

Course Contents

FIRST TERM (1st Grade, Fall Term)

İLET101 Introduction to Communication

Development of communication sciences, basic concepts of communication, the role and importance of communication in human's and social life, types of communication, communication takes place in which levels, effective communication and body language.

İLET103 History of Civilisation

Emergence and development of civilisations throughout human history. Civilisations and philosophical systems. Civilisations and social systems. Philosophers of ancient civilizations and their effects on contemporary thought life. Anthropological reflections of civilisations.

İLET105 Introduction to Political Sciences

Development of political sciences, basic concepts, political systems, the emergence and development of democratic system, parliamentary systems and processes, development and process of democracy in Turkey. Institutions and politics of democratic systems, philosophers and administrators led political sciences.

İLET109 Introduction to Law

Fundamental concepts of law. Basic principles and institutions of Turkish law. Law and democracy. Roman law and its effects on Turkish judicial system. The fundamental basis of constitutional law.

RPSI209 Positive Psychology and Communication Skills

This is an approach that enable individuals realize their own resources and values to be happy, peaceful, successful and highly satisfied with their lives. Usage of these resources and values creatively and appropriately allow individual to exert their personal and cultural potential with a conscious choice. In this course, students will evaluate researches and concept studies on different subjects and theoretical approaches (meaningful life, feeling of thankfulness, happiness, hope, optimism, positive emotions, post-traumatic personal growth, endurance, self-perception, strength, time perception). Students will learn how to use methods such as brain mapping, signature strengths, gratitude journal, seven ways increase happiness (learned optimism, thankfulness). Concept of communication. Types of communication and communication process.

İNG101 Basic English I

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

TURK101 Turkish Language and Literature-I

The objective of this course is to examine the main movements in Turkish literature and bring a fresh perspective on the works of authors that a graduate of Faculty of Communications is expected to have an awareness of. The lessons will include case studies and practices.

ATA101 Principles of Atatürk and History of Revolution-I

The events that have taken place in the recent Turkish history; especially the occurrences surrounding the collapse of the Ottoman Empire, War of Salvation, formation of Turkish Republic, the initial years of the Republic rule, the Second World War and the transformation from the single party period will be examined during this course. Lessons consist of lectures and seminars including those by guest speakers.

RKUL101 University Culture I

In this course considering the agenda of society, country and university, the topics are discussed with the students by experts within or outside the university. Sharing knowledge and experiences of communication professionals working several parts of communication sector with the students.

SECOND TERM (1st Grade, Spring Term)

ĞİT104 Introduction to Basic Design

Transformation of basic concepts and elements of design to designed messages. Basic practices. Introduction to design tools. Introduction to design media. Developing ability of design.

İLET104 Introduction to Sociology

Basic concepts of sociology. Development process of sociology as a scientific discipline. Concepts, theories and approaches ruling classical and modern sociology. Phases of sociological thought. The points where sociology and communication sciences cross and feed each other.

İLET106 Introduction to Economics

Basic concepts of economics. Development phases of economical thought. Microeconomics and macroeconomics. Basic information concerning international economics. Economic policies and practices in Turkey. Liberal thought and economics. Open market and rivalry. Development and underdevelopment concepts. Capitalism and globalisation.

FEL108 Introduction to Philosophy

Emergence and development of philosophy. Basic concepts, theories, approaches. Paradigms of philosophical thought. First Age philosophers. Philosophical thought in Medieval Age. Eastern and South Eastern philosophy. Philosophy and communication relation.

İNG102 Basic English II

Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

TURK102 Turkish Language and Literature II

The objective of this course is to examine the main movements in Turkish literature and bring a fresh perspective on the works of authors that a graduate of Faculty of Communications is expected to have an awareness of. The lessons will include case studies and practices.

ATA102 Principles of Atatürk and History of Revolution II

The events that have taken place in the recent Turkish history; especially the occurrences surrounding the collapse of the Ottoman Empire, War of Salvation, formation of Turkish Republic, the initial years of the Republic rule, the Second World War and the transformation from the single party period will be examined during this course. Lessons consist of lectures and seminars including those by guest speakers.

RKUL102 University Culture II

In this course considering the agenda of society, country and university, the topics are discussed with the students by experts within or outside the university. Sharing knowledge and experiences of communication professionals working several parts of communication sector with the students.

THIRD TERM (2nd Grade, Fall Term)

İLET201 Research Methods in Social Sciences

Emergence and development of epistemology. Developmental stages of methodology. Philosophical traditions that formed a basis for methodology. Relation between social sciences and methodology. Methods and technics used on social science studies. Empirical methodological tradition. Critical methodological tradition. Questionnaire technique, content analysis. Hermeneutic analysis technics.

İLET203 Communications Law

Basic concepts of communications law. Development of communications law in several countries. Communications law in Turkey. Press freedom and first juristic practices. Censorship and law. Juridical regulation on press. Juridical regulation on radio and television. Cinema and law.

İLET205 History of Communication

History of humanity and communication. Communication in first ages. Communication in ancient times. Development of communication technologies. Emergence and development of mass communication. Development of mass media in Turkey. Development of journalism. Development of radio. Emergence and development of agency journalism. Television era. Digital publishing and broadcasting. Internet media.

İLET209 Social Psychology

Emergence and development of social psychology as a scientific discipline. Basic concepts and theories of social psychology. Individual and society relation. Group and group dynamics. Group and society relation. Family. Attitude and perception. Attitude scales. Balance theories. Social psychology and communication.

İLET211 Basic Photography

Basic concepts of photography. Photography techniques, types of photography, art photography, photojournalism, documentary photography. Enframing at photography, depth of field, perspective and color settings.

contemporary visual arts. Usage of today's digital technology on creativity on aesthetics and arts. Sense of aesthetics and arts of modern times. Arts and aesthetics in postmodern times.

İLET213 Professional English I

Development of ability to use of English on communication. Ability to use of English on professional field of communication. Use of English on printed media journalism. Use of English on radio and television. Use of English on cinema.

GİT205 Graphic Design I

Basics of graphic design. Graphic narratives. Practical applications.

İLET215 Information Technologies

Theoretic approaches to the field of computer and information technologies. How to use computer and other interactive tools. Data storage, data transfer and production data. Developing the software and hardware skills.

FOURTH TERM (2nd Grade, Spring Term)

İLET202 Turkish Media History

Emergence and development of press in Turkey. Press in Ottoman period. First Turkish newspaper. Press in republican period. Juridical regulation on press. Emergence and development of radio in Turkey. Television broadcasting in Turkey. Expansion of Internet media. Media holdings.

İLET204 Political Communication

Relation between politics and communication. Political systems and communication systems. Political structures and structuring of mass communication. Democracy and communication. Propaganda and persuasion techniques. Rhetoric. Political advertisement. Image and perception management.

İLET214 Professional English II

Effective use of English on communication field. Development of ability to use of English on news writing. Ability to read media texts in English. Development of ability to prepare media content in English.

GİT206 Graphic Design II

Analysis of graphic design. Developing of extensive project. Production phases in graphic design.

GİT208 Web Design

Basics of Web design and software. Web technologies. Studies of design and optimization.

GİT210 Digital Illustration

The illustration as a visual narrative form. Applications of illustration in digital media. Utilization of illustration in design.

RPRG104 Entrepreneurship and Project Culture

Students will gain for literature search, data collecting and analysing ability in this course.

FIFTH TERM (3rd Grade, Fall Term)

Core Courses

İLET303 Theories of Communication

Emergence and development of communication sciences. Liberal and critical paradigms on communication sciences. Models theories and approaches within these two paradigms. The effects of mass media. Political economy of communication, cultural studies. Media and interactivity.

GİT303 Web Applications and Multimedia

Relation of multimedia and communication. Sound, image and motion. Creation multimedia in web technologies.

Elective Courses

GİT351 Visual Perception

Visual perception concept. Psychological dynamics of visual perception. Cultural foundations of visual perception. Sociological dynamics of visual perception. Cognitive, affective and spiritual foundations of visual perception. Visual perception and socialisation. Visual perception and human experiences. Perception set and visual perception.

GİT353 Visual Communication Techniques

Basic techniques of visual communication. Communication with drawings, communication with writing, signs and symbols, usage of visual language. Colour fact. Space design and communication. Icons.

GİT355 Printing Techniques

A historical overview of development processes of printing techniques. Printing techniques before printing house. Painting and writing. Inurement of printing house. Printing house-based printing techniques. Paper types. Use of colour in printing. Digital technology and printing techniques.

GİT357 Visual Arts in Turkey

Development of visual arts in Turkey. Calligraphy. Written visual arts. Painting. Development of caricature. Page design in newspaper and magazine publishing. Visual composition in printed works such as newspaper, magazine, book etc. Visual aesthetics in handicrafts. Visual composition in architecture. Visual aesthetic in spatial arrangements. Visual aesthetic in urban arrangements. Urban arrangements and visual arts.

GİT359 Multimedia Techniques and Systems

General overview of multimedia techniques. Multimedia systems. Internet environment and multimedia techniques and systems. Visual design in multimedia. Visual composition in multimedia.

GİT361 Visual Texts and Gender

Relationship between visual communication media and gender. Representations of gender identities in cinema. Construction and representations of gender identities in television texts. Visual representation fields of gender identities in advertisement texts. Gender identity and color factor.

GİT363 Visual Narrative

Art history and visual narrative. Visual communication arts and visual narrative. Aesthetic and visual narrative. Visual narrative in antiquity. Visual narrative in medieval. Religious texts and visual narrative. Storytelling through pictures. Picture narrators. Visual narrative in terms of theater arts. Cinema art and visual narrative. Line art, humor and visual narrative. Comic strips and narrative. Digital communication and visual narration.

GİT365 Applications of Design and Creative Typography

Typography, stain and composition. Typographic narrative and aesthetic. Typographic adjustments and information transmission.

GİT367 Advertising Photography

Studio, light and composition. Visual aesthetic and photograph. Photographic image and advertising. Advertising photography as a visual material.

GİT369 Motion Graphics Design

Web technologies and graphic design. Graphic design, motion and sound. Banner etc. promotion applications.

Git371 Web Design and Coding (HTML5)

Coding as a form of design and production. Basic software language, coding and web. Coding and design applications.

SIXTH TERM (3rd Grade, Spring Term)

Core Courses

İLET304 Political Economy of Media

Economic and politic fundamentals of media. Liberal basis of media construction. Capitalist system and media sector. Critical political economy of media.

GİT304 Application Design in Mobile Devices

Mobile devices as a space of design. Design, software and coding. Planning, design and actualization of application project.

Elective Courses

GİT352 Visual Culture

Visual culture concept. Types of visual culture. Historical basis of visual culture. Visual culture and social basis. Visual culture and anthropological background. Visual culture and civilisations. Visual culture and communication.

GİT354 Digital Aesthetics

Digital informatics and arts. New dimensions on mass multiplication of arts via digital technologies. Artistic creation in digital environment and sense of aesthetics. Relations between design and aesthetic in digital environment.

GİT356 Image and Lighting Techniques

Image techniques. Lightning techniques. Stage-setting. Dim control. Factors effecting image during camera shootings. Colors. Perspective. Filtering. Depth of field. Technical accessories of space.

GİT358 Cultural Images

Definition of culture. Cultural image concept. Use of cultural images in visual communication and design. Reading cultural images in visual texts. Cultural mapping of society based upon cultural images.

GİT360 Image, Sound and Motion

Image, sound and motion relationship. Communicational and aesthetic aspects of the combination of image and sound. Motion picture techniques. Image, sound and motion practices in cinema and television. Image, sound and motion practices in multimedia.

GİT362 Cinematography

Basic rules of cinematography. Analysis of the samples able to serve as models in cinematography. Cinematography in television dramas. Cinematography in cinema. Cinematography in commercial films. Documentary film and cinematography. Cinematography in video clips. Cinematography in promotional film and generic film.

GİT364 Visual Text Analysis

Visual texts and epistemology. Techniques for analysing visual texts. Discourse analysis of images. Ideological analysis of images. Content analysis of images. Visual texts and hermeneutical analysis techniques.

GİT366 Photography and Manipulation

Manipulation in photograph technics. Adjustment of photographic image. Software knowledge.

GİT368 Banner Design

Banner as a medium for communication and advertising. Banner design and web technologies. Applicable banner projects.

GİT370 Basic Motions in Animation

Scenario, editing and motion. Basic motion technics. Animation application.

GİT372 Design and Programming Language

Basic programming languages. HTML5 and programming. Sound, image and HTML5 technologies. Web project.

SEVENTH TERM (4th Grade, Fall Term)

Core Courses

GİT401 Graduation Thesis-I

In consideration of four years, realization of a research design on communication field. Determination of research subject. Determination of research methods and techniques. Data gathering and analysing.

İLET401 Communication and Ethic

The roots and thought of ethics. The importance of the fields of communication. The ethics of communication in Turkey. Ethical approaches to press, television and Internet broadcasting.

Elective Courses

GİT451 Visual Texts and Images

Relation between visual texts and image. Image analysis on visual texts. Relation between visual text and image. Cultural and social images in visual text designing. Cultural mapping from images. Gender images on visuals texts. Imaginary space of power on visual texts.

GİT453 Digital Image Techniques and Practices

Relation between digital communication technologies and visual communication design. Digital visual design practices. Digital photography. Digital caricature drawing. Comic strips, animations etc.

GİT455 Film and Media Industry

Cinema as the milestone of visual communication. The silent cinema era and cinema from the point of visual design. Development of cinema and industrialization of visual design. Industrialization of TV and visuality. Digital technology and visuality.

GİT457 City and Visuality

Industrialization, modernization and transformation of new cities. Urban regulation and visuality. Urban architecture and visuality. Urban environmental planning and visuality. The importance of urban culture and visuality.

GİT459 Interactive Media Design

Digital communication technologies and interactive media design. Video techniques. Documentary film, e-book, e-magazine and newspaper designs. Educational and entertaining productions. Game designs.

GİT461 Space Design

Space design and visual aesthetic. Space design as a way and medium of communication. Space design as a visual cultural transmission. Space design as a medium of aesthetic sharing.

GİT463 Mythology and Iconography

Mythology and iconography relationship. Communication via icons. History of iconography. Historical overview of mythology. Relationship between mythology and iconography in ancient times. Communication via icons in today's visual arts and communication. Iconographic designs in industrial cultural production environment of media.

GİT465 Portfolio Design

Portfolio design and presentation logic. Portfolio samples. A portfolio design project.

GİT467 Design and Communication

Design production and society. Design as a communication technic. Design production and relation of production-consumption.

GİT469 3D Modeling

Knowledge of 3D perception and form. 3D design and software. 3D application and projects.

EIGHT TERM (4th Grade, Spring Term)

Core Courses

GİT402 Graduation Thesis II

After completed research design phase, the transformation of the findings, conclusion and proposal into thesis text.

GİT404 INTERNSHIP

The purpose of this course is students to have experience and improve their employment opportunities according to their interests.

Elective Courses

GİT452 Digital Video Practices

History of video practices. Digital communication technologies and video. Digital video producing and directing.

GİT454 Sociological and Physiological Dynamics of Visual Communication

Visual communication and its physiological aspects. Relation between perception and image. Perception and visual composition. Gestalt approach and visual perception.

GİT456 Fine-Art Photography

Concept of art photography. Emergence and development of art photography. Fine- art photographer and their work. Fine- art photography and art movements. Fine- art photography in the digital era.

GİT458 Visual Aesthetic and Literature

Historical perspective on the relation between visual aesthetic and literature. The importance and place of visual texts in the history of literature. Visual aesthetic design in archaic ages. Thematic intension of visual aesthetic in literature. Visual aesthetic designing from literary view. The combination of

visuality and literature. The combination of visuality and literature in modern times. Comic strips and comics.

GİT460 Creativity in Visual Arts

Creativity and visual arts. Thinking with image. Expression with image. Narration with image. Communication through image. Visual design creativity.

GİT462 Cartoon

Cartoon film as a visual communication tool. The emergence and development of the cartoon. Cartoon film as a popular culture product and format. Production and distribution of cartoon film in the environment of cultural industries. Production and distribution of cartoon film in the environment of digital communication.

GİT464 Animation

Animation as a visual art form. Animation as a visual communication tool. Animation design practices in different technological eras. Digital communication period and animation.

GİT466 Stock Photography

Stock photography and technics. Stock image logic and photograph. Taking and publishing stock photo.

GİT468 Stop Motion Visual and Design

Scenario, composition and light. Taking sequential photo and technics. Stop Motion movie project.

GİT470 Press (News) Photography

Relationship between news and photograph. News photo and usage areas. Application project.

Foreign Language Elective Courses

Fall Term					Spring Term						
İSP121	Spanish I	3	0	3	3	İSP122	İSP122 Spanish II	3	0	3	3
ARA121	Arabic I	3	0	3	3	ARA122	Arabic II	3	0	3	3
ÇİN121	Chinese I	3	0	3	3	ÇİN122	Chinese II	3	0	3	3
RUS121	Russian I	3	0	3	3	RUS122	Russian II	3	0	3	3