

ÜSKÜDAR UNIVERSITY INSTITUTE OF SOCIAL SCIENCES
VISUAL COMMUNICATION DESIGN WITH / WITHOUT THESIS MASTER'S PROGRAMME
2022-2023 COURSE CONTENTS

GI503 Communication Theories (3+0) Credit: 3 AKTS: 6

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.

SOB501 Scientific Research Methods and Ethics (3+0) Credit: 3 AKTS: 6

In this course, defining the research problem and embodying the purpose, determining the correct method for research, developing test materials, transferring citations, discussing the findings and reaching the results, giving correct references, using Scientific Research Methods in academic studies. It is stopped.

GI501 Concept Development in Design (3+0) Credit: 3 AKTS: 6

In this course, it is aimed to create innovative and holistic conceptual frameworks by combining different discipline perspectives of students. In this direction, applied individual and group projects are developed. Emphasis is placed on defining problems, finding ideas, developing concepts and producing unique visual solutions using creative thinking methods. Conceptual studies are carried out to develop a creative and critical perspective. In visual communication design, experimental projects are conducted to investigate new visual language and different forms of expression.

GI523 Visual Analysis Methods (3+0) Credit: 3 AKTS: 6

This course focuses on the application of semiotics in visual disciplines such as visual reading and aesthetics, architecture, plastic arts, industrial design, graphic design and different analysis examples.

GI525 Design Ethics and Intellectual Rights (3+0) Credit: 3 AKTS: 6

The content of the course is national and global intellectual property law; contract types; national labor law and similar laws; the concept of ethics; research ethics, design ethics, professional ethics, legal procedures; types of legal proceedings; rights; conditions for gaining and losing rights; creates rights regarding intellectual property and design.

GI527 Mobile Application Design (3+0) Credit: 3 AKTS: 6

The content of the course includes introduction to mobile systems, mobile operating systems and application development environments, mobile networks and communication infrastructures, short distance communication technologies, application development techniques for mobile systems, mobile application publishing and distribution.

GI529 Kinetic Typography (3+0) Credit: 3 AKTS: 6

This course, the visual representation of the paths of least characters, using plastic forms of the character, d parallel to Egis technology, basic typographic design concepts help of applied studies in the moving graphic design is processed.

GI531 Digital Illustration (3+0) Credit: 3 AKTS: 6

The content of the course includes the history and theory of illustration, the importance of digital illustration, digital illustration techniques and the production of digital illustrations for use in mass communication for today's media.

GI533 Experimental Animation Techniques (3+0) Credit: 3 AKTS: 6

The theoretical information about animating the content of the course, animation language and logic, visual language and basic elements of cinema language, animation film techniques, superficial and single-picture motion (stop motion) applications and animation film production

stages.

GI535 Medical Illustration (3+0) Credit: 3 AKTS: 6

Creates techniques to visualize the content of the course according to the design basics of organisms, anatomical structures, procedures and pathological conditions of the subjects related to medicine and health.

GI537 Expanded Reality and Design (3+0) Credit: 3 AKTS: 6

Virtual reality is to present environments that do not exist in reality through computers as if they are real, to make you feel like they are in environments that are not actually found. Augmented Reality is the live, direct or indirect physical view created by enriching the environment and units in the world with sounds, images and graphics through computers and mobile devices. In the course, virtual reality and augmented reality applications are developed and used in design.

GI539 Exhibition Design (3+0) Credit: 3 AKTS: 6

This course aims to provide water melts and the fairgrounds graphic design, publicity and analyze in terms of advertising, exhibitions and fairs to make an analysis of the places where the target audience definition and construction of analysis, Gestalt and teach the changing visual perception theory, reached to examine and comprehend recent practices.

GI541 Artificial Intelligence and Art and Design (3+0) Credit: 3 AKTS: 6

Covers how topics related to artificial intelligence and new technologies are handled in the fields of art and design.

GI502 Design Thinking (3+0) Credit: 3 AKTS: 6

The aim of this course is to solve problems with creative thinking techniques by placing people in the focus. Within the scope of the course, all the processes required to implement a design job such as finding innovative solutions to complex problems using design thinking techniques, determining a complex visual problem, choosing a specific concept at the end of the research, and generating a creative and meaningful solution to the detected problem are examined.

GI508 Visual Communication Concepts and Theories (3+0) Credit: 3 AKTS: 6

Within the scope of the course, the basic and new concepts of visual communication, the evaluation of new concepts, topics and theories in the field of communication and other fields in a multi-disciplinary context, in the field of visual communication, the foundations of the theories of design will be discussed.

GI504 Design Theories and Research (3+0) Credit: 3 AKTS: 6

Within the course, the structure and nature of the design process, principles, rules and theories related to design activities are examined. Within the scope of the course, during the formation and development process of design; Various factors appearing and appearing at Design-Production-Use stages and crossing disciplines-socio-economic, socio-cultural, technological and artistic etc. It is aimed to reach the synthesis by interrogating the Cause-Outcome relations by establishing the relationships by using an interactive method in comparison with other branches of art by considering from various perspectives.

GI506 Seminar (1+0) Credit: 0 AKTS: 0

In this course, the subjects and methods discussed in other courses are studied in an applied way. In the course, which is the basis of the Master's thesis, care is taken to make studies suitable for the character of the thesis subjects that the students want to prepare.

GI524 Entrepreneurship in Design (3+0) Credit: 3 AKTS: 6

Course content concepts related to entrepreneurship, creativity and innovation in entrepreneurship in the field of design, protection of inventions, brands and designs, business

ideas in entrepreneurship, business plan preparation, business plan management, marketing, finance and production plans, entrepreneurial stories and case studies.

GI526 New Media Design (3+0) Credit: 3 AKTS: 6

Within the scope of this course, new media design interface applications suitable for mobile devices such as tablets and smartphones covering new communication environments, online culture and the game culture around it, game interface designs, one-way information sharing, double-sided and The opportunities and innovations created by social networking networks that provide simultaneous access to information sharing, social networking platform designs, new media environments and advertising relations, communication solutions suitable for new media environments are examined.

GI528 3D Modeling and Animation (3+0) Credit: 3 AKTS: 6

In this course, three-dimensional modeling and animation techniques and methods, d arrow, light, camera and motion, creating the structure of the story, character animation, sound/music applications and all the combining operations are covered.

GI530 Digital Game Design (3+0) Credit: 3 AKTS: 6

In this course, that the history of the wool design, basic concepts, collaboration logic in game graphics realism and pedagogical aspects, d built-in digital game of the types and effects of d built-in digital game design process are examined.

GI532 Interactive Media (3+0) Credit: 3 AKTS: 6

The course in human -computer interaction, y the social impact of the media, is the meat, images, moving images, sound and animation used in various communications environments are examined.

GI534 3D Motion Graphic Design (3+0) Credit: 3 AKTS: 6

In this course, the student's three-dimensional motion picture design, designing the concepts of motion and time in three-dimensional environment and making advanced applications in the creation of motion graphics are covered.

GI536 Information Design (3+0) Credit: 3 AKTS: 6

In this course, information systems are examined. The planning, design, placement and display of graphic design elements such as text, line, painting, color, flash, motion, space, sound, interactivity in the built or natural environment, in print, base or digital environment are examined.

GI538 Virtual Prototyping (3+0) Credit: 3 AKTS: 6

Prototyping is combining a design product in a digital environment, applying working conditions on it, and gaining movement before it is produced. Introduction to different techniques for prototyping the scope of the course; computer aided manufacturing techniques for prototyping; using laser cutting, 3D CNC and rapid prototyping techniques for modeling the design product; paper prototype, video prototype, role-play, and provides an introduction to conceptual tools for prototype experimentation and services.

GI540 Medical Simulation and Animation (3+0) Credit: 3 AKTS: 6

The content of the course consists of animating and animating the anatomical structures, procedures and pathological conditions of living things in medical and health-related subjects according to the basics of design.

GI591 Thesis 1 (0+0) Credit: 0 AKTS: 30

This course mainly focuses on research that will contribute scientifically in the field of design and formal and contextual principles related to academic thesis writing.

GI589 Graduation Project (0+0) Credit: 0 AKTS: 30

In this course, the knowledge and skills acquired during the education are carried out on a project determined in the field of Visual Communication Design under the supervision of the instructor.

GI592 Thesis 2 (0+0) Credit: 0 AKTS: 30

This course mainly focuses on research that will contribute scientifically in the field of design and formal and contextual principles related to academic thesis writing.