Üsküdar University

Faculty of Communication

VISULA COMMUNICATION DESIGN

DEPARTMENT

Course Contents

FIRST TERM (1st Grade, Fall Term)

ILET111 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 bodylanguage.

SBU157 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.

GIT101 Introduction to Visual Communication
Explanations are made about what the concepts of visual communication are. Symbol, sign, logo, design, photograph and similar basic concepts are explained.

RPSI109 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, port-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.

ING101 English I
Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

TURK101 Turkish Language-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)

GIT106 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. Conceptual and practical studies for design process and designing the basic values of Visual Communication based on graphic design by using pixel and vector image processing programs in digital media.

SOS126 General 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.

ILET106 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.

ING102 English II
Basic concepts of English. Reading texts and exercises. Listening exercises. Translation exercises. Writing essay. Speaking exercises, conversations.

TURK102 Turkish Language-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.

FEL109 Basic Concepts in 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.

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.

ILET219 Communication Research Methods
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.

ILET203 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.

GIT205 Graphic Design I
Basics of graphic design. Graphic narratives. Practical applications. The basic elements of visual communication. As an element of graphic design logos, corporate identity, communication functions, such as graphic design products and design processes.

ILET205 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.

ILET217 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.

ILET211 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.

ILET209 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.

GIT209 Typographic Narrative
Font of the visual relationships. Choosing the right font according to the message. Sequence in Typography. Analysis of the characters used on the computer of the traditional and the modern. Taking advantage of the current font characters specific to a particular research purpose. Typography approaches. Typographic narrators. Creation of narrative structure. Practice of typographic design principles.

FOURTH TERM (2nd Grade, Spring Term)

ILET216 Media Literacy
Media literacy is basically defined as reaching to media content, analyzing them,questioning the correctness of the contents and producing content for media. The main aim of media literacy is to understand media correctly and to produce ethically correct contents. Starting with traditional media literacy, this course will examine different forms of literacy which becomes a necessary condition in terms of the development and transformation of the media and it will emphasize the new media literacy from the perspective of critical media analysis. The aim isto give the students equipment that prepares them for lecturing elementary level media literacy courses.

GIT206 Graphic Design II
Factors in the transfer of the application fields of graphic design and visual communication design, introducing basic knowledge. Press advertisements for the advertisement of an existing product and service creation. Spreading the basic design principles and practice for understanding.

ILET204 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.

GIT208 Web Design
The concept of user interface design. Computer, mobile phone and applications on different devices, such as creative, innovative, artistic interface design. Interface design of the components. Interaction, usability, readability, accessibility. Basics of Web design and software. Web technologies. Studies of design and
optimization.

GIT210 Digital Illustration
History and theory of illustration, importance of digital illustration. The illustration as a visual narrative form. Applications of illustration in digital media. Utilization of illustration in design. Digital illustration techniques. The production of digital illustrations to be used in today's mass communication media.

RGPK104 Entrepreneurship and Project Culture
Students will gain for literature search, data collecting and analysing ability in this course.

ILET214 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.

Core Courses

ILET303 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.

GIT307 3D Design
In this course, students, who are expected to have the ability to create a three-dimensional design, get to know three-dimensional design and cover the designs they create in the computer environment.

Elective Courses

GIT351 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.

GIT353 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.

GIT357 Informative and Educational Content Design
Creating a content. The relationship between content and design. Create the content with according design. Informing and training functions of contents. Examples of informative and educational content design practices.

GIT359 Multimedia Techniques and Systems
General overview of multimedia techniques. Multimedia systems. Internet environment and multimedia techniques and systems. Visual design in multimedia. Visual composition inmultimedia.

GIT361 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.

GIT363 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.

GIT365 Design and Creative Typography Practices
Typography, stain and composition. Typographic narrative and aesthetic. Typographic adjustments and information transmission. Typography based design covering subject matter of any kind, canonical typography issues other than framework, real or virtual target applications.

GIT371 Design and Coding
Coding as a form of design and production. Basic software language, coding and web. Coding and design applications. Technical principles that are necessary for producing numerical graphics. Effects of computer in visual communication design. Technically realizing visual communication design in computer. Developing independent code in Processing, Openframework, Vuo and Nodebox.

GIT373 Stop Motion Planning and Practice
Scenario, composition, light and motion. Sequential photography and techniques. Examples of stop-motion practice. Project development process.

GIT375 Manipulative Visual Narrative and Creation
Types of visual narrative. Arrangement of visual items with manipulation. Creating a new visual narrative through manipulation. Manipulative visual narrative and creative practices.

GIT377 Modeling and Animation
Perception and form knowledge. Examples of modeling. Adding action to modeling. Animation examples. Modeling and animation practice. Three-dimensional modeling and animation techniques and methods (in the third dimension vector system). Texture, light, camera and action.

GIT379 Printing Applications
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.

GIT381 Medical Illustration
The techniques of visualizing anatomical structures, procedures and pathological conditions of living organisms according to design basics in medicine and health related subjects.

GIT383 Art History
From the prehistoric period to the mid of the 20th century, art movements, artists and artworks such as painting, sculpture, architecture and installation will be chronologically examined according to their economic, science, technology, geographical discoveries, demography, culture, religion and socio-political developments and changes.

GIT387 Advanced Web Design
In this course, students create original work in the context of principles and concepts of digital design, drafting as shown examples. It includes CSS and related topics in website design.

GIT389 Experimental Typography
The main aim of the course is to enable students to produce creative solutions through new methods and proactive actions that will be built on the background of typography education. With a cross-border perspective in the context of materials and materials, it offers experimentation as a point of view and solution method by leaving the student productions free in terms of technology and materials.

GIT391 History of Visual Communication Design
To examine the art and design trends shaped by socio-economic and cultural determinants from a historical perspective. Effects of cultural and artistic movements on communication design and graphic designers.

Core Courses

GIT308 Motion Graphic Design
Moving image design. Motion and time concepts. Basic approaches to the creation of moving graphics. Video, audio, and graphic based materials, working together to create compositions.

GIT310 Video Editing
The course aims to explain the basic concepts of editing, the principles of continuity, to provide the students with the basic knowledge and skills of video editing, and to create original studies on the subject of video editing by using the current editing application.

Elective Courses

GIT352 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.

GIT354 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.

GIT356 Design and Programming Languages
Basic programming languages. HTML5 and programming. Sound, image and HTML5 technologies. Web project.

GIT358 Video-Graphic and Design
Graphic relationship with video. Video graphic elements. Components of video graphic and design relation with video-graphic Video graphic designing process.

GIT360 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.

GIT362 Sound Design and Editing
This course explores the use and development of sound along with technology in the historical process from the analogue period to today's digital technology. In this context, we focus primarily on analog- digital audio recorders (such as Microphones, Mixers, Computers) and microphones. Following the basic informations, describes how to record, organize and edit a sound with today's digital technology product software. Within the scope of the course, in the areas such as advertising, cinema, dubbing, details about usage of sound are tried to be provided by the professionals of media profession with the participation of the course..

GIT364 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.

GIT366 Photography and Manipulation
Manipulation in photograph technics. Adjustment of photographic image. Software knowledge. Photography and image processing techniques. Simple image processing, Digital collage, installation, photographic sequences and series.

GIT368 Banner Design
Banner as a medium for communication and advertising. Banner design and web technologies. Applicable banner projects.

GIT370 Basic Motions in Animation
Scenario, editing and motion. Basic motion technics. Animation application.

GIT374 Exlibris Design
Affixed to the inside cover of the books, books on the visual element in accordance with the owner's name. Original exlibris design, reproduction and numbering.

GIT376 Information Design
Examination of information systems. Planning, designing, placing and showing graphic design elements such as text, line, painting, color, flash, motion, space, sound, interaction in built or natural environment in print, base or digital environment.

GIT378 Exhibition Design
The aim of this course covers the realization of design, promotion and advertising applications in exhibition and fair areas.

SEVENTH TERM (4th Grade, Fall Term)

Core Courses

GIT491 Graduation Project 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 analyzing.

ILET401 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

GIT453 Video 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.

GIT455 Design and Communication
Design products and society. Design as a communication technique. Design products and productionconsumption relationship**.**

GIT457 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.

GIT459 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.

GIT461 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.

GIT463 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.

GIT469 3D Modeling
Knowledge of 3D perception and form. 3D design and software. 3D application and projects. To gain knowledge and experience about 3D Modeling and Render programs and media developed with these applications.

GIT471 Contemporary Art Movements
From the mid of the 20th century to the present time, art movements, artists and artworks such as painting, sculpture, architecture, installation and digital art will be examined in chronological order.

Art events around the World, such as exhibitions and biennials in leading art hubs and cities will be examined in this course.

GIT473 Package Design
Brand and product identity. Packaging design, production, packaging strategies of brands and the importance of packaging in marketing. Packaging technologies and materials. Three-dimensional packaging design applications.

GIT475 Data Visualization
Demonstrating statistical data and metrics in a complex and difficult-to-understand table view with graphs and various maps highlighting what is meant. Information visualization tools and software. Data literacy, infographics. Visualization and presentation of big data. Use of social network analysis to visualize information.

GIT477 Digital Game Design
Game and game features. Psychological and sociological aspects of play. Digital games. Types and effects of digital games. Basic stages of digital game design process.

GIT479 Augmented Reality Applications
Improving the analysis, design and implementation of augmented reality environments. Different applications used in processes. Designing communication design product with augmented reality.

EIGHT TERM (4th Grade, Spring Term)

Core Courses

GIT492 Graduation Project II
After completed research design phase, the transformation of the findings, conclusion and proposal into thesis text.

GIT406 Internship
The purpose of this course is students to have experience and improve their employment opportunities according to their interests.

ISG490 Occupational Health and Safety in Communications
Aim and importance of occupational health and safety in the field of communication, its historical development; basic concepts in occupational health and safety, practices and legislative measures based on examples in Turkey. In the case of stress, discrimination and oppression in film sets, natural disaster situations, war correspondence, filming and making news in terrorism zones, and in busy working hours in advertising agencies; risks in computer, laboratory and studio use and employer responsibilities. International conventions on occupational health and safety for communications employees, joint decisions of the European Union.

Elective Courses

GIT452 Digital Video Practices
History of video practices. Digital communication technologies and video. Digital video producing and directing.

GIT454 Stock Photography
Stock photography and technics. Stock image logic and photograph. Taking and publishing stock photo.

GIT456 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.

GIT458 Design Culture
Design examples. Functions of design with cultural background. The relationship between producer-design- user. Cultural codes and design.

GIT460 Creativity in Visual Arts
Creativity and visual arts. Thinking with image. Expression with image. Narration with image. Communication through image. Visual design creativity.

GIT462 Cartoon and Humor
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.

GIT468 Stop Motion Visual and Design
Scenario, composition and light. Taking sequential photo and technics. Stop Motion movie project.

GIT470 News Photography
Relationship between news and photograph. News photo and usage areas. Application project.

GIT472 Philosophy of Design
The basic elements of the design realization process. The intellectual dimension of the design. Discussions on design philosophy.

GIT474 Political Economy of Design
The political economy context in the design process. The cultural and political economy functions of the design. Design examples produced in different political economy backgrounds.

GIT478 Generic Design
To learn kinetic typography, animation, fiction and audio for using visual communication design education in dynamic media such as cinema and TV. Designing main title for film and TV series considering it as graphical design product.

GIT480 Portfolio Design
Portfolio design and presentation logic. Portfolio process and practice. A portfolio design project. Promote, protect and display formats for the print and digital presentation. Original portfolio designs.

GIT482 Gamification in Design
User experience design of applications based on creating an interactive environment in different disciplines such as trade, health, tourism, marketing, education by integrating game dynamics into brand, business or specific product.

GIT484 Design Thinking
To solve problems with creative thinking techniques by placing the human in the focus. Finding innovative solutions by using design thinking techniques for complex problems.

GIT486 Entrepreneurship in Design
The course content consists of concepts related to entrepreneurship, creativity and innovation in entrepreneurship in the field of design, invention, protection of brands and designs, business ideas in entrepreneurship, business plan preparation, business plan management, marketing, finance and production plans, entrepreneurship stories and case studies.

FACULTY ELECTIVE FOREIGN LANGUAGE COURSES

ILET353 English Communication Skills
In this course, which aims to improve communication skills in English, students will be directed to practices that improve their communication skills such as speaking in the classroom, asking questions, and conducting interviews.

ILET352 English Presentation Skills
In this course, which aims to improve English presentation skills, students will develop basic skills such as applying storytelling techniques to complex topics and creating slides that can make the presentation more understandable. Within the scope of the course, students will prepare presentations on various topics and present them in front of the class.

UNIVERSITY ELECTIVE FOREIGN LANGUAGE COURSES

Fall Semester						Spring Semester					
İSP123	Spanish I	3	0	3	5	İSP124	Spanish II	3	0	3	5
ARA123	Arabic I	3	0	3	5	ARA124	Arabic II	3	0	3	5
ÇİN123	Chinese I	3	0	3	5	ÇİN124	Chinese II	3	0	3	5
RUS123	Russian I	3	0	3	5	RUS124	Russian II	3	0	3	5