

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

PHOTOGRAPHY and VISUAL COMMUNICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PHOTOGRAPHY and VISUAL COMMUNICATION	PR2173360	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Mert KUTLUK				
Name of Lecturer(s)	Assist.Prof. Mert KUTLUK				
Assistant(s)					
Aim	From the process of photography to the present, to enable the student to learn all the processes of the art of photography; The aim of the course is to enable the student to carry out the basic photography techniques and theoretical knowledge to the photographic plane which is a communication object. On the side of visual communication, it establishes the connection of photography with human science, social science, psychoanalysis and style science and it is ensured that the photograph questions the "message / upper language" dimension based on the thoughts in this direction. In the course, students prepare a project consisting of 3 different subjects.				
Course Content	This course contains; Photography in a daily life of a modern.,A quick tour through the history of photography.,What is camera?,Basic functions of digital camera.,Practices on digital camera.,Shutter speed and movement in photography,Depth of field in photography.,Focus in photography.,Introduction to Lenses.,Evaluation of student studies,Photography project ideas on visual communication,Interim evaluation of student projects.,Introduction to studio practices ,Evaluation of student studies. .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Learn the basic techniques of photography.			10	E, F, H	
Student can regulate modern technologies of photography.			16, 6, 9		
The student gains a broad perspective on the relationship between photography and visual communication.			9	F	
Students master the historical development of photographic technologies.			14, 9	F	
Student have an idea about modern discussion topics of photography.			16, 9		
Teaching Methods	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Photography in a daily life of a modern.	Online research on modern photography technologies.			
2	A quick tour through the history of photography.	Finding sample photographs on digital and analogue concepts			
3	What is camera?	Cameras should be technically controlled.			
4	Basic functions of digital camera.	Cameras should be technically controlled.			
5	Practices on digital camera.	Cameras should be technically controlled.			
6	Shutter speed and movement in photography	Installation of Apps that enables smartphones with variable shutter speed.			
7	Depth of field in photography.	Inspecting the difference between portrait mode and depth of field on mobile phone photography.			
8	Focus in photography.	A short internet research on lenses			
9	Introduction to Lenses.	Taking photographs in different scales until the class.			
10	Evaluation of student studies	Project presentation preparation.			
11	Photography project ideas on visual communication	An internet research on iconic advertisement photographs			
12	Interim evaluation of student projects.	Preparation of project details			
13	Introduction to studio practices	Technical preparation of the studio.			
14	Evaluation of student studies.	Control of final arrangements.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
1. [Behance](https://www.behance.net/) 2. [Dribbble](https://dribbble.com/) 3. [Adobe Live](https://www.behance.net/live) 4. [Smashing Magazine] (https://www.smashingmagazine.com/) 5. [Canva Design School](https://www.canva.com/learn/) 6. [Awwwards](https://www.awwwards.com/) 7. [The Noun Project] (https://thenounproject.com/) 8. [Google Design](https://design.google/) 9. [Creative Bloq](https://www.creativebloq.com/) 10. [InVision Blog] (https://www.invisionapp.com/inside-design/)