

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**VISUAL EFFECT and PRACTICE**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
VISUAL EFFECT and PRACTICE	PR311.0515	Fall Semester	1+2	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. İhsan EKEN				
<b>Name of Lecturer(s)</b>	Lect. Zafer TOPALOĞLU				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is to make use of advertising, cinema, television videos, band ads, internet banners and so on. To teach the ability to use effects for works.				
<b>Course Content</b>	This course contains; After effects and application (camera movements),Vector based visuals and Illustrator, Masking and Photoshop ,Choosing with pentool and other tools,Introduction to after effect,After effect and application),After effects and application (creating animated graphics),After effects and application (keyframe),After effects and application tracking,After effects and application 3d tracking,Determination and evaluation of final project subjects,Topic distribution for the final project, Final project implementation.				
<b>Course Learning Outcomes</b>		<b>Teaching Methods</b>	<b>Assessment Methods</b>		
To give effect by making vector and pixel-based applications mobile		14, 17, 18, 9	A		
Special effect applications		14, 17, 18, 5, 9	A		
The importance of effect programs in short advertisements		14, 17, 18, 5, 9	A		
<b>Teaching Methods</b>	14: Self Study Method, 17: Experimental Technique, 18: Micro Teaching Technique, 5: Cooperative Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	After effects and application (camera movements)	Review online videos or written resources to understand the basic concepts and interface of Adobe After Effects.			
2	Vector based visuals and Illustrator	Try creating vector-based visuals in Adobe Illustrator and learn the basic tools.			
3	Masking and Photoshop	Follow online resources to learn the concept and basic tools for masking in Photoshop.			
4	Choosing with pentool and other tools	Practice in Illustrator or Photoshop using the Pen Tool and other selection tools.			
5	Introduction to after effect	Get an introduction to After Effects, explore the basic interface and try creating a few basic animations.			
6	After effect and application)	Watch hands-on videos and practice to understand the concept of creating text in After Effects.			
8	After effects and application (creating animated graphics)	Experiment with various effects and work on sample projects to learn how to create motion graphics.			
9	After effects and application (keyframe)	Check out the sample projects to understand how to use keyframes and try to use them in your own animations.			
10	After effects and application tracking	Deepen your learning, practice with sample projects and review missing topics.			
11	After effects and application 3d tracking	Put together what you have learned in the previous weeks, create your own small projects and fill in the gaps.			
12	Determination and evaluation of final project subjects	Develop ideas for the final project, discuss concepts and start planning your project.			
13	Topic distribution for the final project	Select and explain the topics you want to study			
14	Final project implementation				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources	
Kleon, Austin. Bir Sanatçı Gibi Araklayın. İstanbul: Butik Yayıncılık ve Kişisel Gelişim, 2012. Gavin Ambrose , Paul Harris, Grafik Tasarım Temelleri Seti, Literatür Yayıncılık Gavin Ambrose , Paul Harris , Mehmet Emir Uslu (Çevirmen), Grafik Tasarımın Temelleri 2. Basım, Literatür Yayıncılık Gavin Ambrose , Paul Harris , Adnan Tepecik (Çevirmen) , Murat Devrim Atılgan (Çevirmen), Yaratıcı Tasarımın Temelleri, Literatür Yayıncılık Steven Heller , Veronique Vienne , Bengisu Bayrak (Çevirmen), Grafik Tasarımı Değiştiren 100 Fikir, Literatür Yayıncılık Öğretmen notları www.behance.com www.designspiration.com www.digitalartsonline.com www.fubiz.net http://www.tr3d.com	