

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

VISUAL EFFECT and PRACTICE

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
VISUAL EFFECT and PRACTICE	HR3110489	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. İhsan EKEN				
Name of Lecturer(s)	Lect. Eyüp UĞRAMAZ				
Assistant(s)					
Aim	The aim of the visual effects and applications course is to enable students to create visual projects with visual effects techniques and digital effects applications.				
Course Content	This course contains; Introduction of basic concepts such as what is visual effects, its history and importance.,Techniques and current software used for visual effects,Effective works used in cinema, written and visual media.,Information about color, typography and important content in concept creation.,Overview of Adobe Creative Cloud,Working on simple back-front related masking and color in Adobe After Effects.,Conspet creation using Photoshop, Illustrator and After Effects. ,Continue creating concepts using Photoshop, Illustrator and After Effects,After Effects Green Screen applications,After Effects Adding animated text and objects,Creating a TV program concept using programs. Poster, Promotion, Program content. ,Create ready-made templates and title kj in After Effects. ,Create presentations and content on Adobe Express page templates.,Concept presentation using what has been learned				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
To give effect by making vector and pixel-based applications mobile			14, 17, 18, 5, 9	A, E	
Makes special effects applications.			14, 17, 18, 5, 9	A, E	
Applies effect programs in short commercials.			14, 17, 18, 5, 9	A, E	
Analyzes Visual Effects and Design Ethics and Professional Practices.			14, 17, 18, 5, 9	A, E	
Visual Effects and Design Project Creation			14, 17, 18, 5, 9	A, E	
Teaching Methods	14: Self Study Method, 17: Experimental Technique, 18: Micro Teaching Technique, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction of basic concepts such as what is visual effects, its history and importance.	Examining websites related to the subject			
2	Techniques and current software used for visual effects	Reading the relevant section of the given source			
3	Effective works used in cinema, written and visual media.	Reading the relevant section of the given source			
4	Information about color, typography and important content in concept creation.	Reading the relevant section of the given source			
5	Overview of Adobe Creative Cloud	Reading the relevant section of the given source			
6	Working on simple back-front related masking and color in Adobe After Effects.	Reading the relevant section of the given source			
7	Conspet creation using Photoshop, Illustrator and After Effects. <input type="checkbox"/>	Reading the relevant section of the given source			
8	Continue creating concepts using Photoshop, Illustrator and After Effects	Reading the relevant section of the given source			
9	After Effects Green Screen applications	Reading the relevant section of the given source			
10	After Effects Adding animated text and objects	Reading the relevant section of the given source			
11	Creating a TV program concept using programs. Poster, Promotion, Program content.	Reading the relevant section of the given source			
12	Create ready-made templates and title kj in After Effects. <input type="checkbox"/>	Reading the relevant section of the given source			
13	Create presentations and content on Adobe Express page templates.	Reading the relevant section of the given source			
14	Concept presentation using what has been learned <input type="checkbox"/>	Reading the relevant section of the given source			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

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