

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

GRAPHIC ANIMATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
GRAPHIC ANIMATION	PR4112433	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	Assoc.Prof. Yeşim EŞGİN				
Name of Lecturer(s)					
Assistant(s)					
Aim	The objective of this course is to introduce the elements of design and basic principles of visual design. And how we apply these rules in design. Students also learn and apply fundamentals of various software applications. The basic tools and techniques are learned through a series of practical assignments.				
Course Content	This course contains; Introduction to Graphic Animation Design, Design Skills and Theory I, Design Skills and Theory II, Graphic Design for Internet and Multimedia, LAB HOUR, Graphic Design for Print, Project Design I, Animation Techniques and Practices, LAB HOUR, Motion Graphics, Project Design II, Pre-Production Practices, Stop Motion, LAB HOUR.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
In this course students will be able to; Demonstrate a thorough understanding of the elements of graphic design. Read, understand and communicate in the language of graphic design. Use technology such as Photoshop, Illustrator, etc.			14, 4, 5	A, E, F	
Teaching Methods	14: Self Study Method, 4: Inquiry-Based Learning, 5: Cooperative Learning				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Graphic Animation Design				
2	Design Skills and Theory I				
3	Design Skills and Theory II				
4	Graphic Design for Internet and Multimedia				
5	LAB HOUR				
6	Graphic Design for Print				
7	Project Design I				
8	Animation Techniques and Practices				
9	LAB HOUR				
10	Motion Graphics				
11	Project Design II				
12	Pre-Production Practices				
13	Stop Motion				
14	LAB HOUR				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture Notes