School of Communication / New Media and Communication Systems 2024 - 2025 Academic Year INTRODUCTION to GENERICS DESIGN

Syllabus

	Description			1			T	
Name			Code	Semester	T+A Hour	Credit	ECTS	
INTRODUCTION to GENERICS DESIGNATION TO SERVICE AND INTRODUCTION TO SERVICE AND INTROD		iN Y	/Mİ3174740	Fall Semester	1+2	2	5	
-	isites Courses							
	nended Elective Courses							
Language of Instruction		Turkish						
Course Level		First Cycle (Bachelor's Degree)						
Course T	••	Elective						
Course Coordinator		Assoc.Prof. İpek Fatma ERTAN						
Name of Lecturer(s)		Lect. Emrah KORKUNÇ						
Assistan	ıt(s)							
Aim		The aim of this course is to convey the visual messages in harmony with the content to the recipient in a striking manner and to provide the necessary infrastructure to create catchy creative concepts.						
Course C	Content	This course contains; What is Generic, television, Generic types, examples and in accordance with general program st typography), concepts we need to know visual effects), Graphics to be created v generic design. Source sites, Generic de After Effects program, the possibilities implement a generic of ready-made graphics, Design and implement a gene	introduction to ructure, Concept when designin with generics whe sign in Adobe Pof the program, aphics with Adol	design process, Generic scenarios we need to know when design g generics (music selection, curren creating a concept, Adobe Creamer program, the opportuniti A generic application with Adobe Creative Clouds, Generate a generic application with Adobe con creative Clouds, Generate a generic application with Adobe con control of the contr	preparation and compoing generics (Color knowent software used in the cative Clouds facilities a es of the program, Gene After Effects and Premeneric by combining videoning software in the composition of the program, Gene and Premeneric by combining videoning videon	sition creat vledge and e industry, r nd application ric design wier,Design a eo capture	necessary ons for with Adobe and with	
Course Learning Outcomes		<u> </u>			Teaching Methods		essment ethods	
Uses visua	al language effectively.				10, 16, 20, 6	_	D, E, F	
	generic design application.	·			2, 20, 6, 9		, F, G	
	nds the purpose of using ge	nerics.			10, 16		, D, G	
Generic cr	reates content suitable for i			2, 6		<u> </u>		
Creates a	credit application with Adol	be After Effects and Premier program.			16, 2, 6		A, D	
Follows te	echnological developments.				, ,			
Teaching	g Methods	10: Discussion Method, 16: Question - Experiential Learning, 9: Lecture Metho		ue, 2: Project Based Learning M	odel, 20: Reverse Brain	storming Te	chnique, 6:	
Assessm	nent Methods	A: Traditional Written Exam, D: Oral Ex	kam, E: Homewo	ork, F: Project Task, G: Quiz, H:	Performance Task			
Lecture :	Schedule							
Sequenc e	Topics			Preliminary Preparation				
1	What is Generic, how was examples from cinema to	w was its birth and historical development? Generic ma to television		Göz Kırparken - Walter Murch				
2		television		Göz Kırparken - Walter Murch				
	Generic types, examples a	and introduction to design process		Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch				
3	· · · · · · · · · · · · · · · · · · ·	and introduction to design process ion and composition creation process in	accordance	·				
3	Generic scenario preparat with general program stru	and introduction to design process ion and composition creation process in		Göz Kırparken - Walter Murch				
	Generic scenario preparat with general program stru Concepts we need to know typography) concepts we need to know	and introduction to design process ion and composition creation process in cture	ledge and	Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch				
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4 5	Generic scenario preparat with general program stru Concepts we need to know typography) concepts we need to know software used in the indus Graphics to be created with	and introduction to design process ion and composition creation process in cture w when designing generics (Color knowl w when designing generics (music select stry, necessary visual effects)	ledge and	Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch				
4 5 6	Generic scenario preparat with general program stru Concepts we need to know typography) concepts we need to know software used in the indus Graphics to be created with Adobe Creative Clouds fac	and introduction to design process ion and composition creation process in cture w when designing generics (Color knowl w when designing generics (music select stry, necessary visual effects) th generics when creating a concept	ledge and cion, current	Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch				
4 5 6 7	Generic scenario preparat with general program stru Concepts we need to know typography) concepts we need to know software used in the indus Graphics to be created with Adobe Creative Clouds fact Generic design in Adobe F	and introduction to design process in and composition creation process in cture w when designing generics (Color knowled when designing generics (music select stry, necessary visual effects) the generics when creating a concept cilities and applications for generic designing and concept contact in the c	ledge and tion, current n. Source sites e program	Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch Göz Kırparken - Walter Murch				
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Resources	
Görme Biçimleri - John Berger , Göz Kırparken - Walter Murch	