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

Course Description						
Name		**Code**	**Semester**	**T+A Hour**	**Credit**	**ECTS**
INTRODUCTION to GENERICS DESIGN		YMİ3174740	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. İpek Fatma ERTAN
Name of Lecturer(s)	Lect. Emrah KORKUNÇ
Assistant(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 Content	This course contains; What is Generic, how was its birth and historical development? Generic examples from cinema to television,Generic types, examples and introduction to design process,Generic scenario preparation and composition creation process in accordance with general program structure,Concepts we need to know when designing generics (Color knowledge and typography),concepts we need to know when designing generics (music selection, current software used in the industry, necessary visual effects),Graphics to be created with generics when creating a concept,Adobe Creative Clouds facilities and applications for generic design. Source sites,Generic design in Adobe Premier program, the opportunities of the program,Generic design with Adobe After Effects program, the possibilities of the program,A generic application with Adobe After Effects and Premier,Design and implement a generic of ready-made graphics with Adobe Creative Clouds,Generate a generic by combining video capture with graphics,Design and implement a generic with Greenbox technology,Designing and implementing a generic with Greenbox technology.

Course Learning Outcomes	Teaching Methods	Assessment Methods
Uses visual language effectively.	10, 16, 20, 6	A, D, E, F
Performs generic design application.	2, 20, 6, 9	E, F, G
Understands the purpose of using generics.	10, 16	A, D, G
Generic creates content suitable for its purpose.	2, 6	E, H
Creates a credit application with Adobe After Effects and Premier program.	16, 2, 6	A, D
Follows technological developments.		

Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 2: Project Based Learning Model, 20: Reverse Brainstorming Technique, 6: Experiential Learning, 9: Lecture Method
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, G: Quiz, H: Performance Task

Lecture Schedule

Sequence	Topics	Preliminary Preparation
1	What is Generic, how was its birth and historical development? Generic examples from cinema to television	Göz Kırparken - Walter Murch
2	Generic types, examples and introduction to design process	Göz Kırparken - Walter Murch
3	Generic scenario preparation and composition creation process in accordance with general program structure	Göz Kırparken - Walter Murch
4	Concepts we need to know when designing generics (Color knowledge and typography)	Göz Kırparken - Walter Murch
5	concepts we need to know when designing generics (music selection, current software used in the industry, necessary visual effects)	Göz Kırparken - Walter Murch
6	Graphics to be created with generics when creating a concept	Göz Kırparken - Walter Murch
7	Adobe Creative Clouds facilities and applications for generic design. Source sites	Göz Kırparken - Walter Murch
8	Generic design in Adobe Premier program, the opportunities of the program	Göz Kırparken - Walter Murch
9	Generic design with Adobe After Effects program, the possibilities of the program	Göz Kırparken - Walter Murch
10	A generic application with Adobe After Effects and Premier	Göz Kırparken - Walter Murch
11	Design and implement a generic of ready-made graphics with Adobe Creative Clouds	Göz Kırparken - Walter Murch
12	Generate a generic by combining video capture with graphics	Göz Kırparken - Walter Murch
13	Design and implement a generic with Greenbox technology	Göz Kırparken - Walter Murch
14	Designing and implementing a generic with Greenbox technology	Göz Kırparken - Walter Murch

Evaluation Methods	Weight(%)
Midterm Exam	40
General Exam	60

Resources
Görme Biçimleri - John Berger , Göz Kırparken - Walter Murch