

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PHOTOGRAPHY and VISUAL COMMUNICATION	HR2150680	Fall Semester	1+2	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Mert KUTLUK				
<b>Name of Lecturer(s)</b>	Assist.Prof. Mert KUTLUK				
<b>Assistant(s)</b>					
<b>Aim</b>	It is aimed to reveal the artistic sub-structure of photography. To gain a conscious competence in photography culture and technical sense. To gain a two-dimensional perspective. Photography branches, equipment and use of light and knowledge to transfer students in practice. It is aimed to transfer basic information about photographic technology and usage methods, to be used effectively in a concept context, and to contribute artistic stance and professional experience to be achieved by the applications. It is aimed to raise awareness about the introduction and properties of photographic technical equipment, to give information about the proper use of the equipment and to provide usage discipline.				
<b>Course Content</b>	This course contains; Photography in a daily life of a modern. ,A quick tour through the history of photography. ,What is camera? ,Basic functions of digital camera. ,Practices on digital camera,Shutter speed and movement in photography ,Depth of field in photography,Focus in photography. ,Introduction to Lenses, Evaluation of student studies ,Photography project ideas on visual communication ,Interim evaluation of student projects,Introduction to studio practices ,Evaluation of student projects.				
<b>Course Learning Outcomes</b>		<b>Teaching Methods</b>		<b>Assessment Methods</b>	
Learn the basic techniques of photography.		10, 16, 6, 9		F, G	
Student can regulate modern technologies of photography.		11, 16, 9		F, H	
The student gains a broad perspective on the relationship between photography and visual communication.		10, 16, 6, 9		F, H	
Students comprehends the historical development of photographic technologies.		10, 16, 6, 9		F	
Student have an idea about modern discussion topics of photography.		10, 11, 16, 6, 9		F	
<b>Teaching Methods</b>	10: Discussion Method, 11: Demonstration Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	F: Project Task, G: Quiz, H: Performance Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Photography in a daily life of a modern.	Online research on modern photography technologies.			
2	A quick tour through the history of photography.	Finding sample photographs on digital and analogue concepts			
3	What is camera?	Cameras should be technically controlled.			
4	Basic functions of digital camera.	Cameras should be technically controlled			
5	Practices on digital camera.	Cameras should be technically controlled.			
6	Shutter speed and movement in photography	Installation of Apps that enables smartphones with variable shutter speed.			
7	Depth of field in photography.	Inspecting the difference between portrait mode and depth of field on mobile phone photography.			
8	Focus in photography.	A short internet research on lenses			
9	Introduction to Lenses.	Taking photographs in different scales until the class.			
10	Evaluation of student studies	Project presentation preparation.			
11	Photography project ideas on visual communication	An internet research on iconic advertisement photographs			
12	Interim evaluation of student projects.	Preparation of project details			
13	Introduction to studio practices	Technical preparation of the studio.			
14	Evaluation of student projects.	Control of final arrangements.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources	
1. [Behance](https://www.behance.net/) 2. [Dribbble](https://dribbble.com/) 3. [Adobe Live](https://www.behance.net/live) 4. [Smashing Magazine](https://www.smashingmagazine.com/) 5. [Canva Design School](https://www.canva.com/learn/) 6. [Awwwards](https://www.awwwards.com/) 7. [The Noun Project](https://thenounproject.com/) 8. [Google Design](https://design.google/) 9. [Creative Bloq](https://www.creativebloq.com/) 10. [InVision Blog](https://www.invisionapp.com/inside-design/)	