

| Course Description | | | | | |
|--|--|-------------------------|---------------------|--------------------|------|
| Name | Code | Semester | T+A Hour | Credit | ECTS |
| PRESENTATION TECHNIQUES and VISUAL DESIGN | İK1132960 | Fall Semester | 2+0 | 2 | 4 |
| Prerequisites Courses | | | | | |
| Recommended Elective Courses | Communication Skills- Communication | | | | |
| Language of Instruction | Turkish | | | | |
| Course Level | Short Cycle (Associate's Degree) | | | | |
| Course Type | Required | | | | |
| Course Coordinator | Lect. Emine AKBAŞ DEMİRKAN | | | | |
| Name of Lecturer(s) | Lect. Emine AKBAŞ DEMİRKAN | | | | |
| Assistant(s) | | | | | |
| Aim | The purpose of this lecture provides students to have essential knowledge and idea about the modern recent importance of presentation techniques and visual designing; to point how to interpret the correlative relation among visual design/arts and presentation techniques. This course is also aimed to provide attendances to have creative and critical skills and professional capabilities on modern presentation techniques and visual designing under the terms and readings of Culture Industry. | | | | |
| Course Content | This course contains; Expression of Course Fundamentals, Methodologies and Concepts, History of rhetoric and its functional importance, Communication processes and, Effective communication norms and body language, Perception, audio-visual perception and visual design, Presentation preparation techniques and power point programme, Presentations, Theory of mano am mano and its management, Empathy and stress elimination, Presentation concept determination and audio-visual aestetification, Integrated modern communication technologies in presentation and show milieu, Projection/demonstration systems and fundamentals, Audio-visual concept/text design and analysis, Presentation. | | | | |
| Course Learning Outcomes | | | Teaching Methods | Assessment Methods | |
| At the end of this course, as a result output participants/students; | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 1.Can be able to interpret the developmental historic processes of visual arts and design. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 1.1.Have foundation of modern functions and historical developments of visual arts. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 1.2.Differentiate and classify the fundamental elements of visual artistic formations and design. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 1.3.Illustrate and explain the relation between artistic production and techniques of presentation. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 2.Can define, express and interpret the interactive relation among mass communication mediums, interpersonal communication, presentation techniques and visual arts. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 2.1.Define and explain fundamental elements of mass media and new media. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 2.2.Can give formulae for the analytical correlation between media and visual arts and/then can suggest creative ideas on the basis of innovation. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 2.3.Can provide analytical original optimum contributions to designed texts/visuals about to be joint articulation on visual design creations. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 2.4.Aesthetically and technically can analyze a visual design into its fundamental subcomponents and elements, then can analysis, interpret, discuss and progressively improve it based on presentation techniques. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 3.Differentiate, query, define, express the relation among digitalized visual designing and presentation formations, and can in creative sense reproduce innovatively. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 3.1.Read and analyse the visual designs in media/social media in critical sense and perspective. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 3.2.Describe and classify technical terminologies and notions in the field of art, design and presentation, then can use them correctly. It is expected that students behold historical Fundamentals and major techniques of analog and digital Technologies and can produce thematic visuals with their optimal presentation formations. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| 3.3.Realize and understand the importance/necessity of digitalization in visual designing and presentation techniques at the scene of presentation in front of communities, and at/through mass media, social media and interpersonal communication. And/then design, produce, compose and perform original thematic script/verbal/visual texts. | | | 13, 14, 17, 2, 6, 9 | A, E | |
| | | | 13, 14, 17, 2, 6, 9 | A, E | |
| Teaching Methods | 13: Case Study Method, 14: Self Study Method, 17: Experimental Technique, 2: Project Based Learning Model, 6: Experiential Learning, 9: Lecture Method | | | | |
| Assessment Methods | A: Traditional Written Exam, E: Homework | | | | |
| Lecture Schedule | | | | | |
| Sequence | Topics | Preliminary Preparation | | | |
| 1 | Expression of Course Fundamentals, Methodologies and Concepts | | | | |
| 2 | History of rhetoric and its functional importance | | | | |
| 3 | Communication processes and | | | | |
| 4 | Effective communication norms and body language | | | | |
| 5 | Perception, audio-visual perception and visual design | | | | |
| 6 | Presentation preparation techniques and power point programme | | | | |
| 7 | Presentations | | | | |
| 8 | Theory of mano am mano and its management | | | | |
| 9 | Empathy and stress elimination | | | | |
| 10 | Presentation concept determination and audio-visual aestetification | | | | |
| 11 | Integrated modern communication technologies in presentation and show milieu | | | | |
| 12 | Projection/demonstration systems and fundamentals | | | | |
| 13 | Audio-visual concept/text design and analysis | | | | |
| 14 | Presentation | | | | |
| Evaluation Methods | | Weight(%) | | | |
| Midterm Exam | | 40 | | | |
| General Exam | | 60 | | | |

Resources

Essensive and condensed lectural notes and manuals provided by lecturer of course.Major Reading List:

- Heinrichs, J. (2016). Stratejik İkna, 1.b., Koridor Yay., İstanbul.
Demiray, U. (Edit.) (2013). Etkili İletişim, 6.b., Pegem Akademi Yay., Ankara.
Güven, B. (Edit.) (2016). Etkili İletişim, 2.b., Pegem Akademi Yay., Ankara.
Kaya, A. (Edit.) (2015). Kişilerarası İlişkiler ve Etkili İletişim, 8.b., Pegem Akademi Yay. Ankara.

Auxillary Reading List:

- Kamburoğlu, Ö. (2012). Fotoğrafın Temel Prensipleri, 1.b., Say Yay., İstanbul.
Vardar, B. (2012). Sinema ve Televizyon Görüntüsünün Temel Öğeleri, 3.bs., Beta Yay., İstanbul.
Kamburoğlu, Ö. (2012). Dijital Fotoğrafta Yaratıcı Teknikler, 2.b., Say Yay., İstanbul.
Fener, S. (2012). HD Sinematografi, 1.b., Antrakt Sinema Kitapları, İstanbul.
Benjamin, W. (2012). Fotoğrafın Kısa Tarihi: Teknik araçlarla yeniden-üretim (çoğaltma) çağında sanat eseri, 1.b., Agora Yay., İstanbul.
Sartori, G. (2004). Görmenin İktidarı, 1.b., Karakutu Yay., İstanbul.
Berger, J. (2016). Görme Biçimleri, Metis Yay., İstanbul.
Foss, B. (2012) Sinema ve TV'de Anlatım Teknikleri ve Dramatürji, 2.b., Hayalperest Yay. İstanbul.
Brown, B. (2014). Sinematografi: Kuram ve Uygulama, 4.b., Hil Yay., İstanbul.
Turani, A. (2015). Sanat Terimleri Sözlüğü, 16.b., Remzi Kitavbevi, İstanbul.
Freud, S. (1999). Sanat ve Edebiyat, 1.b., Payel Yay., İstanbul.
Kandinsky, W. (2013). Sanatta Ruhsallık Üzerine, 1.b., Altıkkırkbeş Yay., İstanbul.