

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

VISUAL CULTURE

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
VISUAL CULTURE	HR2152480	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Ebru Gamze IŞIKSAÇAN				
Name of Lecturer(s)	Assist.Prof. Ebru Gamze IŞIKSAÇAN				
Assistant(s)					
Aim	Using visual language effectively and gaining visual perception and visual sensitivity through analysis, synthesis and interpretation of images.				
Course Content	This course contains; Introduction to art,The concept of lacustrine culture and the historical adventure of the image,Reality, Hyper-Reality and image production,Popular culture and Pop Art,Visual Literacy in the Visual Age and Historical Process,Visual Thinking, Visual Organization, Gestalt Principles of Visual Perception,Visual Communication and Visual Analysis ,Typography and Its Functions in the Relationship between Design and Communication,Egyptian Art: Architecture-Sculpture-Painting,Greek Art: Architecture-Sculpture-Painting,Roman Art: Architecture-Sculpture-Painting,Norman Art: Architecture-Sculpture-Painting,Gothic Art: Architecture-Sculpture-Painting,Renaissance Art: Architecture-Sculpture-Painting.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Uses visual language effectively.			10, 13, 14, 16, 19, 2, 21, 5, 6, 9	E, F, H	
Understands the principle of multiculturalism in art.			10, 13, 14, 16, 19, 20, 21, 5, 6, 9	F, H	
Compares changing cultural styles.			10, 13, 16, 19, 2, 20, 21, 6	E, F, H	
It evaluates the contextual history of a visual image.			10, 13, 14, 16, 2, 20, 21, 6, 9	E, F, H	
Explains the function of visual image in consumer culture.			10, 16, 19, 20, 21, 5, 6	F, H	
Understands that vision is not only a biological action but also a historical and cultural phenomenon.			10, 14, 16, 19, 2, 20, 21, 5, 6	E, F, H	
Relates the connection between art, communication and society.			10, 13, 16, 18, 19, 5, 9		
Makes inferences about civilizations' understanding of art.			10, 16, 20, 6, 9	A, D	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 18: Micro Teaching Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 20: Reverse Brainstorming Technique, 21: Simulation Technique, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to art	Berger, John, Görme Biçimleri, Metis yayınları, 2016			
2	The concept of lacustrine culture and the historical adventure of the image	Berger, John, Görme Biçimleri, Metis yayınları, 2016			
3	Reality, Hyper-Reality and image production	Berger, John, Görme Biçimleri, Metis yayınları, 2016			
4	Popular culture and Pop Art	Berger, John, Görme Biçimleri, Metis yayınları, 2016			
5	Visual Literacy in the Visual Age and Historical Process	Berger, John, Görme Biçimleri, Metis yayınları, 2016			
6	Visual Thinking, Visual Organization, Gestalt Principles of Visual Perception	Berger, John, Görme Biçimleri, Metis yayınları, 2016			
7	Visual Communication and Visual Analysis	Berger, John, Görme Biçimleri, Metis yayınları, 2016			
8	Typography and Its Functions in the Relationship between Design and Communication	"Sanatın Öyküsü" E.H Gombrich,Remzi Kitapevi			
9	Egyptian Art: Architecture-Sculpture-Painting	"Sanatın Öyküsü" E.H Gombrich,Remzi Kitapevi			
10	Greek Art: Architecture-Sculpture-Painting	"Sanatın Öyküsü" E.H Gombrich,Remzi Kitapevi			
11	Roman Art: Architecture-Sculpture-Painting	"Sanatın Öyküsü" E.H Gombrich,Remzi Kitapevi			
12	Norman Art: Architecture-Sculpture-Painting	"Sanatın Öyküsü" E.H Gombrich,Remzi Kitapevi			
13	Gothic Art: Architecture-Sculpture-Painting	"Sanatın Öyküsü" E.H Gombrich,Remzi Kitapevi			
14	Renaissance Art: Architecture-Sculpture-Painting	"Sanatın Öyküsü" E.H Gombrich,Remzi Kitapevi			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

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Resources

1. Berger, John, Görme Biçimleri, Metis yayınları, 2016, 2. Sanat Tasarım ve Görsel Kültür, Barnard Malcolm, Ütopya Yayınevi, 3. Görsel Kültür ve Küresel Kitle Kültürü, Çakır Mukadder, Ütopya yayınları, 4. Sanatta Anlamın Görüntüsü, Leppert Richard, Ayrıntı yayınları, 5. Sanat Kültür ve Yaratıcılık-Görsel Sanatlar ve Kültür Eğitimi-Öğretimi, Kırışoğlu, 2015 Ankara, 6. Yücel Halime, İmgeden Yoruma, Ayrıntı yayınları,2013, İstanbul, 7. Türkoğlu, Nurçay, Görü-yorum-Gündelik Yaşamda İmgelerin Gücü, der Yayınları, 2000 İstanbul, 8. Karadağ Çerkes, Görme Kültürü Dizisi III. Fotoğrafın Derin Anlamı, Öteki Yayınevi, 2016, 9. Karadağ Çerkes, Görüntü Tasarımı Dizisi III-Fotoğrafta Anlam ve Anlamlandırma, Öteki Yayınevi, 2016, İstanbul, 10. Kevin Robins, 'İmaj- Görmenin Kültür ve Politikası', Ayrıntı Yayınları, 2013, 11. Güzin Ilıcak Aydınalp, 'İmaj Üretimi', Nobel yayıncılık, 2014, Gökhan Temizel, Sanat Eğitimi Alan Öğrencilerin Sanat ve Estetik Tutumlarına Görsel Kültürün Etkisi, Palet Yayınları, 2012, "Sanatın Öyküsü" E.H Gombrich, Remzi Kitapevi, Harrison, and Paul Wood. "Sanat ve Kuram." İstanbul: Küre 2011 , 'Sanata ve Sanat Kavramlarına Giriş', Ahmet Şişmani Yaz Yayınları, 'Felsefenin Işığında Modern Resim-Modern Resimden Avangard Resme'İsmail Tunalı, Remzi Kitapevi, 'Modern Sanat' Özken Eroğlu, Tekhne Yayınları, 'Modern Sanatın Öyküsü', Norbert Lynton, Remzi Kitapevi, 'Modernizmin Serüveni', Anonim, Yapı Kredi yayınları, Modern Resim'Barrett, Terry. "Sanatı Eleştirmek-Günceli Anlamak" İstanbul: Hayalperest 2014, Yetişken Hülya."Estetiğin ABC'si" İstanbul: Say Yayınları, 2009, Nazan İpşiroğlu-Mazhar İpşiroğlu, 'Sanatta Devrim', Remzi Kitabevi, 'Çağdaş Sanat Felsefesi' Adnan Turani, Remzi Kitabevi, 'Post Modern Estetik Anlayışlar' , Okan Baldil, Papatya Bilim Üniversite Yayıncılığı.