

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

PUBLIC RELATIONS and ADVERTISING PHOTOGRAPHY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PUBLIC RELATIONS and ADVERTISING PHOTOGRAPHY	HR3273810	Spring Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. İhsan EKEN				
Name of Lecturer(s)	Assoc.Prof. İhsan EKEN				
Assistant(s)					
Aim	From the invention of photography to today, advertising photography Allows the student to learn all the processes they go through. The learner to apply the basic technical and theoretical knowledge of photography in a communication to carry out studies by moving the object of photography to the plane of photography. On the advertising photography side, it is aimed that photography science, psychoanalysis and stylistics, and in this direction questioning the "message/super-language" dimension of photography on the basis of ideas provides.				
Course Content	This course contains; Identification of the structural elements of the photograph in 12 titles.,Composition in Photography; Explanation of golden rules and lines with sample photographs.,Explaining the subject of light in photography in studio / outdoor environment. Light aspects and types of lighting. Corporate PORTRAIT photo shooting with advertising / visual communication ideas in the studio.,Fashion photo shoot with advertising / visual communication ideas in the studio.,Fashion photo shoot with advertising / visual communication ideas in the studio.,Evaluation of student studies. Adobe Lightroom program description.,Integrity in photography; types of corruption. Balance in Photography; balanced composition. Relation to directions and directions in photography. PRODUCT photography shooting with advertising / visual communication ideas in studio.,PRODUCT photography shooting at Studio with advertising / visual communication ideas.,PORTRAIT + PRODUCT photography shooting with advertising / visual communication ideas in Studio.,Evaluation of student studies.,Explaining the subject of Perspective with visual examples. OUTDOOR PLACE shooting outside the classroom,INDOOR PLACE shooting outside classroom.,Corporate PORTRAIT + PLACE shooting with advertising / visual communication ideas outside classroom.,Evaluation of student studies. What should the Portfolio / Project delivery be? Photographer - PR Agencies relations. Photographer - Graphic Designer Relations..				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
In all areas of media using photographic techniques, magazines, newspapers, posters and corporate identity concept, photography techniques and practices until the applications advertising for the student, including creative thinking knows and uses photography.			12, 14, 9	E, F	
Students develop creative projects through multiculturalism and the sharing of new ideas.			10, 11, 16, 19, 6		
Uses photo correction/processing program applications.			2, 20, 6	E	
Students understand effective communication strategies in public relations, campaign planning and applications.			10, 11, 2, 9	C, E, F	
Learns fundamental techniques in advertising photography and captures creative and effective advertising photographs.			11, 17, 2, 6, 9	C, E, F	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 12: Problem Solving Method, 14: Self Study Method, 16: Question - Answer Technique, 17: Experimental Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 20: Reverse Brainstorming Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	C: Multiple-Choice Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Identification of the structural elements of the photograph in 12 titles.	Reading the relevant section of the given source			
2	Composition in Photography; Explanation of golden rules and lines with sample photographs.	Reading the relevant section of the given source			
3	Explaining the subject of light in photography in studio / outdoor environment. Light aspects and types of lighting. Corporate PORTRAIT photo shooting with advertising / visual communication ideas in the studio.	Reading the relevant section of the given source			
4	Fashion photo shoot with advertising / visual communication ideas in the studio.	Reading the relevant section of the given source			
5	Fashion photo shoot with advertising / visual communication ideas in the studio.	Reading the relevant section of the given source			
6	Evaluation of student studies. Adobe Lightroom program description.	Reading the relevant section of the given source			
7	Integrity in photography; types of corruption. Balance in Photography; balanced composition. Relation to directions and directions in photography. PRODUCT photography shooting with advertising / visual communication ideas in studio.	Reading the relevant section of the given source			
8	PRODUCT photography shooting at Studio with advertising / visual communication ideas.	Reading the relevant section of the given source			
9	PORTRAIT + PRODUCT photography shooting with advertising / visual communication ideas in Studio.	Reading the relevant section of the given source			
10	Evaluation of student studies.	Reading the relevant section of the given source			
11	Explaining the subject of Perspective with visual examples. OUTDOOR PLACE shooting outside the classroom	Reading the relevant section of the given source			
12	INDOOR PLACE shooting outside classroom.	Reading the relevant section of the given source			
13	Corporate PORTRAIT + PLACE shooting with advertising / visual communication ideas outside classroom.	Reading the relevant section of the given source			
14	Evaluation of student studies. What should the Portfolio / Project delivery be? Photographer - PR Agencies relations. Photographer - Graphic Designer Relations.	Reading the relevant section of the given source			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

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Resources

1. Victor Burgin - Fotoğrafi Düşünmek; Espas Kuram Sanat Yayınları
2. Steven Heller - Fotoğrafçının Eğitimi; Espas Kuram Sanat Yayınları
3. David Bate - Fotoğraf Anahtar Kavramlar; De Ki Yayınları
4. Walter Benjamin - Fotoğrafın Kısa Tarihçesi, YGS Yayınları
5. Maria Short - Yaratıcı Fotoğrafçılıkta Bağlam ve Anlatı