

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

ADVERTISING DESIGN

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ADVERTISING DESIGN	PR4112018	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Yeşim ESGİN				
Name of Lecturer(s)	Assist.Prof. Mahmut Selami AKIN				
Assistant(s)					
Aim	At the conclusion of the course, the student will be able to: Understand and use correctly most of the special terms used in the fields of advertising. Be able to indicate lettering, illustrations and photographs for in a comprehensive and professional manner. Know how to use a variety of specialized tools to produce drawings and designs including the use of the computer as a graphics tool. Have developed skills for quick sketching and presenting them in graphic form.				
Course Content	This course contains; Introduction to Advertising ,Applying the Principles of Design ,Layout Tools and Techniques,Project Design I,LAB HOUR,LAB HOUR,Working With Type,Working With Color,Newspaper Advertising,Project Desgin II,Magazine Advertising,LAB HOUR,Permanence in Advertising Design,LAB HOUR.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
This course will help the student to understand the professional realm of Advertising Design. The student will be introduced to basic fundamental terms and techniques of Advertising Design and will apply them to a variety of creative event based design projects. The student will learn how to implement fonts and type treatment, vector images, illustrations and photographs in classroom assignments in a timely professional manner.			10, 13, 14, 19, 2	A, E, F	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 19: Brainstorming Technique, 2: Project Based Learning Model				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Advertising				
2	Applying the Principles of Design				
3	Layout Tools and Techniques				
4	Project Design I				
5	LAB HOUR				
6	LAB HOUR				
7	Working With Type				
8	Working With Color				
9	Newspaper Advertising				
10	Project Desgin II				
11	Magazine Advertising				
12	LAB HOUR				
13	Permanence in Advertising Design				
14	LAB HOUR				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture Notes