

Course Description						
Name		Code	Semester	T+A Hour	Credit	ECTS
VISUAL COMMUNICATION DESIGN STUDIO IV		GIT3268790	Spring Semester	2+6	5	8
Prerequisites Courses		GÖRSEL İLETİŞİM TASARIMI STÜDYOSU III				
Recommended Elective Courses						
Language of Instruction		Turkish				
Course Level		First Cycle (Bachelor's Degree)				
Course Type		Required				
Course Coordinator		Assist.Prof. Akgün TOKATLI				
Name of Lecturer(s)		Lect. Yasemin EREKE, Lect. Özgür Yusuf ÇAĞDAŞ				
Assistant(s)						
Aim		The aim of the course is to design and produce a visual communication project by applying new media image techniques.				
Course Content		This course contains; Introduction to the course, methodology to be applied and introduction of the course,„Development of Image through sample applications; theoretical and visual expression,„Usage areas of new media technique, types / determination of topics, Film shooting techniques; View points, shooting scales,Film Editing techniques,„Presentation of the films / Discussion and suggestions,Presentation of the films / Discussion and suggestions 2,Experimental filming practices and introduction of Artificial Intelligence Programme,Experimental filming practices , Techniques and applications of using films in Social Media environment,„Advanced Editing Techniques ,Editing of captured images; use in visual communication projects,Presentation of works / Discussion and suggestions,Presentation of works / Discussion and suggestions.				
Course Learning Outcomes				Teaching Methods	Assessment Methods	
1. Projects a work to be produced using new media.				10, 9	F	
2. Script the developed project in a way suitable for shooting.				11, 6, 9	F	
3. Solves image production and editing problems that arise during and after the shooting.				12, 16, 9	F	
4. Analyses the suitability of new media projects to the needs of the target audience.				10, 9	F	
5. Makes shooting and editing works.				16, 9	F	
6. Presents new media projects to the target audience in the appropriate channels in the right way.				11, 9	F	
Teaching Methods		10: Discussion Method, 11: Demonstration Method, 12: Problem Solving Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods		F: Project Task				
Lecture Schedule						
Sequenc e	Topics		Preliminary Preparation			
1	Introduction to the course, methodology to be applied and introduction of the course.					
2	Development of Image through sample applications; theoretical and visual expression.					
3	Usage areas of new media technique, types / determination of topics					
4	Film shooting techniques; View points, shooting scales					
5	Film Editing techniques.					
6	Presentation of the films / Discussion and suggestions					
7	Presentation of the films / Discussion and suggestions 2					
8	Experimental filming practices and introduction of Artificial Intelligence Programme					
9	Experimental filming practices					
10	Techniques and applications of using films in Social Media environment.					
11	Advanced Editing Techniques					
12	Editing of captured images; use in visual communication projects					
13	Presentation of works / Discussion and suggestions					
14	Presentation of works / Discussion and suggestions					
Evaluation Methods			Weight(%)			
Midterm Exam			50			
General Exam			50			

Resources
To be provided by the lecturer