

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

ADVERTISING DESIGN

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
ADVERTISING DESIGN	HR4111604	Fall Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Name of Lecturer(s)	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Assistant(s)	Assoc. Prof. Dr. Bilge KARAMEHMET ALTUNTAŞ				
Aim	This course aims to develop visual awareness and visual literacy in commercials				
Course Content	This course contains; Advertising design, general information, concepts, Basic elements of design: General information about line, shape, texture, color, space, and tonal value, Line in nature, abstract lines, line as symbol, Shape in basic design, Texture in basic design, Tonal value in basic design and colour, Advertising design in social media, Advertising design in TV- student presentations, Rhythm and repetition, emphasis and focal point, movement- Tv advertising design - student presentations, Ratio, Golden Ratio - Digital advertising design- student presentations, Ratio, Golden Ratio II- Digital advertising design - student presentations, Perceptual criteria in visual communication, connotation relation- youtube advertising design - student presentations, Perceptual criteria in visual communication, connotation relation- Outdoor advertising design - student presentations, Perceptual criteria in visual communication, connotation relation- Metaverse advertising design - student presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
3. Compares the informations of communication and the courses information with different diciplines			6, 8	A, D	
1. Design commercials and management projects			10, 6, 8	A, F, H	
2. Comprehend the importance of aesthetics in commercials			10, 13, 14, 16, 8, 9	A, D	
4. List the designs which can be apply on advertising			16, 9	A, E, F	
5. Design an advertising campaign			16, 9	F	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Advertising design, general information, concepts	Related reading			
2	Basic elements of design: General information about line, shape, texture, color, space, and tonal value	Related reading			
3	Line in nature, abstract lines, line as symbol	Related reading			
4	Shape in basic design	Related reading			
5	Texture in basic design	Related reading			
6	Tonal value in basic design and colour	Related reading			
7	Advertising desgn in social media	Related reading			
8	Advertising design in TV- student presentations	Related reading			
9	Rhythm and repetition, emphasis and focal point, movement- Tv advertising design - student presentations	Related reading			
10	Ratio, Golden Ratio - Digital advertising design- student presentations	Related reading			
11	Ratio, Golden Ratio II- Digital advertising design - student presentations	Related reading			
12	Perceptual criteria in visual communication, connotation relation- youtube advertising design - student presentations	Related reading			
13	Perceptual criteria in visual communication, connotation relation- Outdoor advertising design - student presentations	Related reading			
14	Perceptual criteria in visual communication, connotation relation- Metaverse advertising design - student presentations	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
Meggs, Philip B., A History of Graphic Desing, John Wiley&Sons yayinev,, Amerika, 1999	
Meggs, Philip B., Type&Image, Van Nostrand Reinhold Yayinevi, New York, 1989	
White, Alex, The Elements of Graphic Design, Allwort Yayinevi, New York, 2002Paul Rand, Inspiration and Process in Design, 2019	