EASTERN MEDITERRANEAN UNIVERSITY
University Curriculum Committee

Program Revision Proposal Form

Part I. Program Information

Program Title	VISUAL ARTS AND VISUAL COMMUNICATION DESIGN		Program code	84	
Faculty / School	COMMUNICATION AND MEDIA STUDIES	Department	VISUAL ARTS AND VISUAL COMMUNICATION DESIGN		

Level		2-Year Associate		3-Year Assoc.	**X**	Bachelor		Master (No Thesis)		Master (Thesis)		PhD

Academic year of first implementation	2008-2009	Anticipated number of semesters needed for full transition	6	Number of students which will be affected by this revision	110

Part II. Overall statement of justification for revision

Explain, in detail, why the Department / School wants to make these changes. The explanation can include, among other things, changes in the department's focus, changes in the field, changes in quality standards, changes in expectations regarding the qualifications of graduates, or weaknesses in the old program that the new program is designed to rectify. Some historical background and a comparative analysis with the programs of some universities will be most appropriate.

The VACD department is comparatively a new department and needs to be able to compete with the similar programs in other universities in both Turkey and other countries. One reason for the change was that with the current curriculum, students would not have enough opportunities to have a job-getting portfolio when they would graduate. Therefore, the curriculum was revised to give ample opportunities for the students to work on projects, which can be put in their portfolio.

Furthermore, in order to increase competition with other institutions, we have analyzed some of the European and American institutions' curricula, which were proven to be successful over the years; created a synthesis of these successful curricula, and adapt and implement it in our own program. In this way, students will have the opportunity to follow a curriculum that has been already proven to produce successful results. Furthermore, students who would like to pursue further education abroad will be better prepared.

Part III. Summary of Program Revision

Changes

Check the appropriate box and fill in the number of changes in the field supplied under the column heading "Total". Please use "Course Revision / Termination Form" or "New Course Proposal Form" if the properties of only a single course is changed (changes 4-10 below)

1.		Program title change			
2.		Diploma degree change			
3.		Teaching language change.			
4.		Course code modification	Total number of courses with course code modification:		0
5.		Course title revision	Total number of courses with course title revision:		0
6.		Course description revision	Total number of courses with course description revision:		0
7.		Catalog course credit description modification	Total number of courses with credit description modification:		0
8.		Prerequisite – corequisite change	Total number of courses with prerequisite / corequisite change:		0
9.	**X**	Addition / replacement / deletion of courses	Total number of new courses… 16	and deleted courses	10
10.	**X**	Shift in the semesters of courses	Total number of courses having shift in their semesters		3
11.		Splitting into or modification of streams			
12.		Other. Please describe:			

Part IV. Comparative list of old and new curriculum

Comparative Condensed Curriculum
Complete the table by listing the full sequence of courses, by semester, in the old curriculum and new curriculum. Leave the "course code" and "total credit" columns blank for the elective courses, and write "Area elective" or "University elective" in the "course title" column of such courses. Differentiate between a prerequisite and a co-requisite, write "P" or "C" in parenthesis next to the course code. Use abbreviation for course titles to fit in the column width, if necessary. Insert additional rows or delete empty rows if necessary.

	Old Curriculum					New Curriculum			
Sem	Course Code	Course Title	Tot Crd	Prereq. Co-req.	S	Course Code	Course Title	Tot Crd	Prereq. Co-req.
1	COMM 101	Introduction to Communication Studies	3		1	COMM101	Introduction to Communication Studies	3	
1	VACD 121	Basic Design – I	3		1	VACD101	Perception & Design Concepts	6	
1	COMP 101	Computer Literacy	3		1	COMP101	Computer Literacy (Introduction to Computer Graphics)	3	
1	ENGL 191	Communication in English – I	3		1	ENGL 191	Communication in English I	3	
1	GEED 111	General Survey of Knowledge – I	3		1	TURK199/ TUSL180	Communication in Turkish	3	
1	GEED 101	SPIKE – I	0		1	GEED 111	General Survey of Knowledge I	3	
2	COMM 103	Media Literacy	3		1	GEED 101	SPIKE I	0	
2	VACD 124	Computer Mediated Communication	3		2	COMM103	Media Literacy	3	
2	VACD 122	Basic Design – II	3		2	COMM122	Sociology of Communication	3	
2	ENGL 192	Communication in English - II	3		2	VACD102	Human Centered Design	6	
2	GEED 112	General Survey of Knowledge – II	3		2	ENGL 192	Communication in English II	3	
2	GEED 102	SPIKE – II	0		2	GEED 112	General Survey of Knowledge II	3	
2	TURK100/199	Communication in Turkish	3		2	GEED 102	SPIKE II	0	
3	VACD 221	Graphic Design	3		3	VACD 221	Graphic Design	6	
3	COMM 122	Sociology of Communication	3		3	COMM205	Theories of Mass Communication	3	
3	MATH 167	Mathematics for Arts and Social Sciences	3		3	MATH191	Math & Geometry for Designers	3	
3	ARTH 121	Introduction to Art	3		3	VACD201	History of Design	3	
3	COMM 201	Communication in History	3		3	VACD 223	Typography	3	
3	GEED 201	SPIKE – III	0		3	UE-PN01	University Elective (Physical & Natural Sciences Elective)	3	
4	COMM 205	Theories of Mass Communication	3		3	GEED 201	SPIKE III	0	
4	VACD 224	Web Design – I	3		4	UE-PN02	University Elective (Arts & Humanities Elective I)	3	
4	VACD 226	Sight, Sound and Motion	3		4	VACD226	Sight-Sound & Motion	6	
4	XXXX	Univ. Elective-Physical and Natural Science	3		4	VACD228	Desktop Publishing	3	
4	ARTH 224	Concepts in Art History – I	3		4	UE-AH02	University Elective (Arts & Humanities Elective I)	3	
4	GEED 202	SPIKE – IV	0		4	GEED202	SPIKE IV	0	
5	VACD 321	Understanding New Media	3		4	VACD200	Summer Practice-I	0	
5	VACD 325	Web Design – II	3		5	VACD305	Visual Representation	3	
5	UE-PN01	Univ. Elective-Physical and Natural Sciences	3		5	VACD311	Design Major I	6	
5	AE01	Area Elective	3		5	AE01	Area Elective	3	
5	AE02	Area Elective	3		5	AE02	Area Elective	3	
5	GEED 301	SPIKE - V	0		6	VACD314	Concepts in Art and Design	3	
7	COMM 301	Cultural Studies	3		6	VACD312	Design Major II	6	
7	VACD 326	Multi-Media Design – I	3		6	AE03	Area Elective	3	

7	RTVF 458	Media Ethics	3		6	AE04	Area Elective	3	
7	AE03	Area Elective	3		6	VACD300	Summer Practice-II	0	
7	AE04	Area Elective	3		7	VACD421	Interdisciplinary Design Studio	6	
7	GEED 302	SPIKE – VI	0		7	COMM407	Media Ethics	3	
8	VACD 423	Multi Media Design – II	3		7	VACD 427	Art - Design & Media	3	
8	VACD 425	Portfolio Design	3		7	AE05	Area Elective	3	
8	ARTH 325	Concepts in Art History – II	3		7	AE06	Area Elective	3	
8	AE05	Area Elective	3		8	VACD426	Senior Projects in VACD	6	
8	AE06	Area Elective	3		8	VACD428	Portfolio Design	3	
	COMM 404	New Communication Paradigms	3		8	AE07	Area Elective	3	
	VACD 426	Senior Project in VACD	3		8	AE08	Area Elective	3	
	UE-AH02	University Elective-Art and Humanities	3		8	HIST200	History of Turkish Reform	2	
	AE07	Area Elective	3						
	AE08	Area Elective	3						
	HIST200/299	History of Turkish Reforms	2						

Comparative Statistics

Supply the following figures: Total numbers and percentages of the courses and their credits in different categories. Also show the distribution of courses and their credits among semesters in the curriculum

	Total				Percentage of total			
	Number		Credits		Number		Credits	
Courses:	Old	New	Old	New	Old	New	Old	New
All Courses	48	45	125	134	100	100	100	100
University core courses	12	12	23	23	29.17	26	18.4	17.16
Faculty core courses	7	5	21	15	14.58	8.8	16.8	11
Area core courses	12	17	36	69	25	37.7	28.8	51.49
Area electives	8	8	24	24	16.68	17.77	19.2	17.9
University electives	3	3	9	9	6.25	6.66	7.2	51.49
Courses offered by the hosting department	12	17	36	69	25	37.7	28.8	51.49
Courses offered by other departments	25	17	56	38	52.08	37.7	44.8	51.49

Semesters

	Semesters																Average	
	1		2		3		4		5		6		7		8			
	Old	New	Old	New	Old	New	Old	New	Old	New	Old	New	Old	New	Old	New	Old	New
Number of courses per semester	6	7	7	6	6	7	6	6	6	4	6	5	5	5	6	5	6	5.5
Number of credits per semester	15	21	15	18	15	21	15	15	15	15	15	15	15	18	17	17	15	17.5

Part V. Details of Revision

Fill in the appropriate sections (tables) below. Delete any irrelevant (unfilled) tables to save space.

1. Program Title Change

Fill in this part if applicable. Write the full titles of old and new programs without any abbreviations.

Existing program title:		New title:	
Rationale			

2. Program Degree Change

Fill in this part if applicable. Write the universally accepted degrees, like "Bachelor of Science, BS" in the row designated as "English" and degrees in YÖK system like "Ön Lisans" in the row designated as "Turkish"

	Old Degree		New Degree	
	Full name	Abbreviation	Full name	Abbreviation
English				
Turkish				

Rationale

3. Teaching Language Change

Fill in this part if applicable.

Existing teaching language: [   ]   Proposed teaching Language: [   ]

Coverage: [ ] Whole program [ ] Only for the courses: [   ]

Rationale

4. Course Code Change

Fill in this part if only code of a course is modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows.

	Old Code	New Code	Rationale
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Further remarks

5. Course Title Changes

Fill in this part if only title of a course is modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows.

Course		Full Title (No Abbreviation)	Transcript Title
1.	English		
	Turkish		

		Rationale:			
2.		English			
		Turkish			
		Rationale:			
3.		English			
		Turkish			
		Rationale:			
4.		English			
		Turkish			
		Rationale:			
5.		English			
		Turkish			
		Rationale:			

Further remarks

6. Change in the Course Descriptions

Fill in this part if the description (content) of a course is modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows. The new course content shall be attached in the later sections of this form.

	Course	Rationale
1.		
2.		
3.		
4.		
5.		

Further remarks

7. Change in the Course Credit Descriptions

Fill in this part if the description of a course credit (Lecture / Lab / Tutorial / Total) is modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows.

	Course Code	Old				New				Rationale
		Lec	Lab	Tut	Tot	Lec	Lab	Tut	Tot	
1.										
2.										
3.										
4.										
5.										

By these changes, the total number of credits on the curriculum …		Didn't change.	Increased by:		decreased by:	

Further remarks

8. Change in the Prerequisites – Co-requisites

Fill in this part if the prerequisites / co-requisites of a course are modified. Do not include new or deleted courses. Add extra rows for additional courses or remove blank rows. (Replace "P" with "C" in the second column if a course is a co-requisite of the course specified in the first column.)

	Course Code	Pre / Co	Old	New	Rationale
1.		P			
2.		P			
3.		P			
4.		P			
5.					

Further remarks

9. Addition / Replacement / Deletion of Courses in the curriculum

Fill in this part if a new course is added to the curriculum as either an additional course, as a replacement for an existing course, or if the course will be totally removed from the curriculum. Add extra rows for additional courses or remove blank rows. The new course contents shall be attached in the later sections of this form.

(For additional new courses: leave "old course" column blank. For totally deleted courses: leave "new course" column blank. For courses replaced by a new course: fill in both "new course" and "old course" columns.)

	Semestr	New Course	New Course Title	Old Course	Rationale
1.	1	VACD101	Perception and Design Concepts	VACD121	The new course is more concentrated on visual perception theories rather than technical applications of coloring and design. Psychological knowledge is introduced.
2.	2	VACD102	Human Centered Design	VACD122	Other than mere focusing on shapes and forms, the new course puts more emphasis on designing for the audience, and the importane of understanding the target audience.
3.	3	MATH191	Math & Geometry for Designers	MATH167	A Math course with an emphasis on geometry and its applications for graphic designers would benefit VACD students more, compared to a math course which has a broader perspective on arts and social sciences in general.
4.	3	VACD 201	History of Design	COMM201	It is important for students to know the historical development of Graphic Design in order to be able to better understand the current trends.
5.	3	VACD 223	Typography		Study of type is an essential part of graphic design, therefore it should be included in the curriculum.
6.	4	VACD228	Desktop Publishing		Desktop publishing is an integral part of graphic design industry. In this sense, students need to understand the techniques, principles and applications of desktop publishing.
7.	4	VACD200	Summer Practice I		First-hand observation of, and active participation in, a professional graphic design firm will better prepare students for their careers.
8.	5	VACD305	Visual Representation		Visual communication design is mainly rooted in the field of semiology, and forms, shapes and signs are essential parts of graphic design. Therefore, this curriculum would be incomplete without a course on semiology.
9.	5	VACD311	Design Major I		This course will introduce students to professional world through real-life projects, and guest lecturers from the industry.
10.	6	VACD312	Design Major II		This is the second level of Design Major classes.
11.	6	VACD 314	Concepts in Art and Design		In order to concentrate deliberately on the relationship between art and design, as opposed to focusing only on art.
12.	6	VACD 300	Summer Practice II		Having a second experience in a different professional firm will enable students to compare different types of businesses, projects and work environments.
13.	7	VACD421	Interdisciplinary Design Studio		This course will provide students with the chance of working collaboratively on a project with students from other tracks, which will teach them how to work in a team environment and how to bring different aspects of design together to create one big project.

No.	Sem	Code	Name	Code	Rationale
14.	7	COMM407	Media Ethics	RTVF458	Instead of teaching media ethics from the perspective of only radio-tv and film, students will learn media ethics from a faculty course which will take a broader look at the issues,
15.	7	VACD427	Art, Design & Media		Design works, and even art works often find places in any kin of forms of media. Therefore, it is vital to understand the effective use of the knowledge of art and design, and its application to media.
16.	8	VACD428	Portfolio Design		Since most employers give more importance to portfolios rather than the degree in this field, this course will help students have better chance of getting a job after graduation
19.	2			VACD124	The contents of this course will be covered in COMP101 which will be taught by the VACD instructors.
21.	3			ARTH121	The course was thought by the Art Department and the subjects taught were not quite appropriate for the VACD students.
	4			VACD224	This course is removed from the core courses list of the curriculum, because it will be offered as an elective course for the Web Design Track.
	4			ARTH224	The course was thought by the Art Department and the subjects taught were not quite appropriate for the VACD students.
	5			VACD321	This course is not quite relevant to the core objectives of this program.
	5			VACD325	This course is removed from the core courses list of the curriculum, because it will be offered as an elective course for the Web Design Track.
	6			COMM301	This course is not quite relevant to the core objectives of this program.
	6			VACD326	This course is removed from the core courses list of the curriculum, because it will be offered as an elective course for the Motion Graphics Track.
	7			VACD423	This course is removed from the core courses list of the curriculum, because it will be offered as an elective course for the Motion Graphics Track.
	7			ARTH325	The course was thought by the Art Department and the subjects taught were not quite appropriate for the VACD students.

Total number of new courses including replacements…	17	and deleted courses including replacements	15	

Total number of courses…		didn't change (check).	decreased by:	3	increased by:	

Number…	21	and list of courses being already offered in EMU	COMM101, COMP101, ENGL191, TURK191/180, GEED111, GEED101, COMM103, COMM122, ENGL192, GEED112, GEED102, VACD221, COMM205, MATH191, GEED201, VACD222, GEED202, VACD200, COMM407, VACD426, HIST200

Are there similar courses with overlapping content already being offered in EMU?	X	NO		YES. If yes, then justify below:

	Code	Similar / Overlapping Course(s)	Justification
1.			
2.			
3.			

Further remarks

10. Semester Shifts

Fill in this part if the semester of a course on the curriculum has changed. Write the sequence number of the semester in the curriculum (1-8) rather than Fall /Spring. Add extra rows for additional courses or remove blank rows.

	Course Code	Old Sem	New Sem	Rationale
1.	COMM122	3	2	In order to optimize the course load for the students.

2.	UE-PN 01	5	3	In order to optimize the course load for the students.
3.	UE-AH 02	8	4	In order to optimize the course load for the students.
4.				
5.				

Further remarks

11. Splitting into / Modification of / Merging Streams

Fill in this part if the program is splitted into tracks, or the existing streams are modified or merged. Write NONE into "Courses in old curriculum" if the program is split into two or more streams. Write NONE into "courses in new curriculum" column if two or more streams are merged.

	Stream Title	Courses in old curriculum	Courses in new curriculum
1.	Graphic Design		AE01, AE02, AE03, AE04, AE05, AE06, AE07, AE08
2.	Web Design		AE01, AE02, AE03, AE04, AE05, AE06, AE07, AE08
3.	Motion Graphics		AE01, AE02, AE03, AE04, AE05, AE06, AE07, AE08
4.			

Rationale
Visual Communication Design, by its nature, is a very broad discipline, which includes a diverse set of specialization areas.that require distinct knowledge for each area. Therefore, instead of teaching students a little bit of everything, the new curriculum's aim is to educate students fully and thoroughly in one of the specialization areas that will enable them to become a proficient designer in their desired field.

12. Unclassified Changes
Fill in this part if there is a change which can not be classified in any of the changes described in above sections.

Brief description of the change	
Rationale	

Part VI. Resource and Cost Analysis

Human Resources
Explain the sufficiency or the need of the teaching or technical staff necessary for implementation of the proposed changes

Number of existing staff		Faculty members = 3	Number of staff to be hired after the full transition to the proposed curriculum?		Faculty members = 2
		Instructors = 2			Instructors = 2
		Assistants = 2			Assistants = 1
		Technical staff = 1			Technical staff = 0
		Administrative staff = 2			Administrative staff = 0

Further remarks on human resources (if any)

Physical Resources
Explain the sufficiency or the need of the physical resources to implement the proposed curriculum

					IF YES, Anticipated values of:			IF NO
					Size (m^2)	Cost (USD)	First use date	Host building
Is there any need for:	A new building?		YES	**X** NO				FCMS
	New classrooms?		YES	**X** NO				FCMS
	New laboratories / studios ?	**X**	YES	NO	150	50,000	September, 2008	
	Special lecture halls?		YES	**X** NO				FCMS

Further remarks on physical resources (if any).
Clarify especially any ADDITIONAL large or unusual resource demands, possible fixed expenditures like chemicals, lab or studio equipments, computers etc to maintain educational activities, not including the regular maintenance costs of the building. Also mention the possibilities of utilizing and sharing the resources of existing academic units.

The request for the new computer lab has already been submitted and is now in the process of being purchased.

Part VII. Implementation Guide for existing students

Equivalence chart for the remaining courses
Identify the equivalence of the remaining courses of existing students. For example write the new course "CHEM332" into "equivalence" column if it is going to replace "CHEM321" in the old curriculum. Or one may write "Area elective" or "University Elective" for a totally deleted course in the old curriculum. Presence of consecutive courses (like Analysis I & II), or prerequisite / co-requisites may necessitate alternative equivalent courses, exemptions or conditions for equivalency.

	Course	Equivalence	Alternatives / Exemptions or Conditions	
1.	COMM 101	COMM 101		
2.	VACD 121	VACD 101		
3.	COMP 101	COMP 101		
4.	ENGL 191	ENGL 191		
5.	GEED 111	GEED 111		
6.	GEED 101	GEED 101		
7.	COMM 103	COMM 103		
8.	VACD 124	UE		
9.	VACD122	VACD 102		
10.	ENGL 192	ENGL 192		
11.	GEED 112	GEED 112		
12.	GEED 102	GEED 102		
13.	TURK 100/199	TURK 100/199		
14.	VACD221	VACD 122		
15.	COMM122	COMM 122		
16.	MATH191	MATH 167		
17.	ARTH 121	VACD201		
18.	COMM 201	AE		
19.	GEED 201	GEED 201		
20.	COMM 205	COMM 205		
21.	VACD224	VACD 311		
22.	VACD 226	VACD 226		
23.	ARTH 224	VACD314		
24.	GEED 202	GEED 202		
25.	VACD 321	VACD 421		
26.	VACD 325	VACD 312		

27.	GEED 301	GEED 301	
28.	COM301	VACD 305	
29.	VACD326	AE	
30.	RTVF 458	COMM407	
31.	GEED 302	GEED 302	
32.	VACD423	AE	
33.	VACD425	VACD 428	
34.	ARTH 325	UE-PN	
35.	COMM404	UE-PN	
36.	VACD 426	VACD 426	
37.	HIST 200/299	HIST200/299	

Part VIII. Catalog Information

Provide the information for the revised curriculum in sections "Program Description", "Full Curriculum" and "Course Descriptions" which will be printed in the course catalog and the on-line catalog of the University.

Program Description
Describe the program from several points of view like the mission, goals, objectives, focus and strengths of the program, opportunities for the graduates from an academic perspective. A brief historical perspective may be appropriate. Concise description of sub disciplines or areas of focus may be added. Also summarize lab / studio / workshop information as well as any summer practice or internship if any.

The intention of the Department is to provide a curriculum of core courses and general education courses that develop the students' creative and technical skills as well as design, and broaden the horizon of our graduates through these theoretical, ethical, and critical perspectives. A distinctive feature of the Department will be to prepare future professionals who have the advantage of an education in a multi-cultural and inter-disciplinary academic environment that enables them not only to use all the new communication technologies in artistic and creative ways, but to use them responsibly and intelligently.

Students who graduate from the program will have a portfolio that includes his/her productions accomplished during their education such as web designs, and multi-media designs. They will have learned how to present these works when applying for a job in the media sector. Additionally, through taking elective courses from other departments of the Faculty, graduates will enrich their skills in different media and broaden their intellectual horizons.

We aim to graduate students who are able to use their technical and creative skills for new media productions in an efficient, skillful and artistic way; have a wide intellectual horizon that they earn through theoretical courses formed according to liberal arts concepts and that help them not only to become the best skilled, but also pro-active professionals in their field. The program's focus will be on both provoking the students to be as imaginative as possible and giving them all the opportunities to realize their artistic and intellectual potential. Students will be prepared for their future through several multi-media productions, developing a portfolio of their creations that may allow them to get better jobs after they graduate.

The aim of the Department of Visual Arts and Communication Design is to create an interdisciplinary educational environment that promotes the integration of both artistic and technical skills as well as cultivates an ethical sense of responsibility. Within this context, the program offered will guide students to produce original and unique projects using digital media in such special fields as TV, video, and cinema. Students will also learn how to transform new and recent communication technologies into a creative/artistic process, and to analyze the products in the field from a critical and artistic point of view. Graduates of the program will gain an interdisciplinary approach in the field of Communication Studies, and will be skilled in both creative and efficient uses of the new media technologies in several areas such as TV, film, web design, 3D animation, advertisement. They will become ethically responsible communication professionals who use their skills responsibly, concerned about the wider consequences of their actions. Such students will not only meet the immediate expectations of the media sector, but will become graduate professionals who will be pro-active in shaping it.

Full Curriculum
Complete the table by listing the sequence of courses, by semester that students in the program will take.
*Use the following abbreviations to fill in the course category: **UC** = University Core (like critical thinking, History etc.); **UC-M** = University core in Mathematics; **UC-PN** = University Core in Physical/Natural Sciences; **UC – AH** = University Core in Arts and Humanities; **UC-SB** = University core in Social and Behavioral Sciences; **UE-M** = University Elective in Mathematics; **UE-PN** = University Elective in Physical/Natural Sciences; **UE-MPN** = University elective in Math or Physical / Natural Sciences; **UE – AH** = University Elective in Arts and Humanities; **UE-SB** = University Elective in Social and Behavioral Sciences; **FC** = Faculty Core; **AC** = Area Core; **AE** = Area Elective;*

Semester	Ref Code	Course Code	Full Course Title	Course Category	Lec	Lab	Tut	Tot	Prerequisites	Co-requisites
1	84411	COMM101	Introduction to Communication Studies	FC	3	0	0	3		
1	84412	VACD101	Perception & Design Concepts	AC	4	4	0	6		
1	84413	COMP101	Computer Literacy	UC	2	2	0	3		
1	84414	ENGL191	Communication in English I	UC	2	2	0	3		

1	84415	TURK199/ TUSL180	Communication in Turkish	UC	3	0	0	3		
1	84416	GEED111	General Survey of Knowledge I	UC	3	0	0	3		
1	84417	GEED101	SPIKE I	UC	0	0	0	0		
2	84421	COMM103	Media Literacy	FC	3	0	0	3		
2	84422	COMM122	Sociology of Communication	UC-SB	3	0	0	3		
2	84423	VACD102	Human Centered Design	AC	4	4	0	6		
2	84424	ENGL192	Communication in English II	UC	2	2	0	3		
2	84425	GEED112	General Survey of Knowledge II	UC	3	0	0	3		
2	84426	GEED102	SPIKE II	UC	0	0	0	0		
3	84431	VACD221	Graphic Design	AC	4	4	0	6		
3	84432	COMM205	Theories of Mass Communication	FC	3	0	0	3		
3	84433	MATH191	Math & Geometry for Designers	UC-M	3	0	0	3		
3	84434	VACD201	History of Design	UC-AH	3	0	0	3		
3	84435	VACD223	Typography	AC	3	0	0	3		
3	84436	UE-PN01	University Elective (Physical & Natural Sciences Elective)	UE-PN	3	0	0	3		
3	84437	GEED201	SPIKE III	UC	0	0	0	0		
4	84441	UE-PN02	University Elective (Physical & Natural Sciences Elective)	UE-PN	3	0	0	3		
4	84442	VACD226	Sight-Sound & Motion	AC	4	4	0	6		
4	84443	VACD228	Desktop Publishing	AC	3	0	0	3		
4	84445	UE-AH02	University Elective (Arts & Humanities Elective I)	UE-AH	3	0	0	3		
4	84444	GEED202	SPIKE IV	UC	0	0	0	0		
4	84446	VACD200	Summer Practice-I (technical trip/ printing office/design office	AC	0	0	0	0		
5	84451	VACD305	Visual Representation	UC-SB	3	0	0	3		
5	84452	VACD311	Design Major I	AC	4	4	0	6		
5	84453	AE01	Area Elective	AE	3	0	0	3		
5	84454	AE02	Area Elective	AE	3	0	0	3		
6	84461	VACD314	Concepts in Art and Design	UC-AH	3	0	0	3		
6	84462	VACD312	Design Major II	AC	4	4	0	6		
6	84464	AE03	Area Elective	AE	3	0	0	3		
6	84465	AE04	Area Elective	AE	3	0	0	3		
6	84466	VACD300	Summer Practice-II	AC	0	0	0	0		
7	84471	VACD421	Interdisciplinary Design Studio	AC	4	4	0	6		
7	84472	COMM407	Media Ethics (in Design)	FC	3	0	0	3		
7	84473	VACD427	Art - Design & Media	UC-AH	3	0	0	3		

7	84474	AE05	Area Elective	AE	3	0	0	3		
7	84475	AE06	Area Elective	AE	3	0	0	3		
8	84482	VACD426	Senior Projects in VACD	AC	4	4	0	6		
8	84483	VACD428	Portfolio Design	AC	3	0	0	3		
8	84484	AE07	Area Elective	AE	3	0	0	3		
8	84485	AE08	Area Elective	AE	3	0	0	3		
8	84486	HIST280 / HIST299	History of Turkish Reform	UC	2	0	0	2		

Course Descriptions – I - English: All compulsory courses offered by the department of the program
Type the catalog course description of each course in English in the following order: course content, course credits, prerequisites and co-requisites, Abbreviated Title, Category of the course, teaching language, and keywords. The information supplied will be copied and pasted to the catalog.

- **Course code:** Replace **CODEXXX** with the course code
- **Course title:** Replace **Full Course Title** with the course title.
- **Course Outline:** Replace Course outline with statements of the course outline. Avoid using multiple paragraphs. Do not keep the text "Course outline" as a heading.
- **Credits:** Replace L, L, T and **X** with corresponding numbers for lecture, lab, tutorial and total course credit, respectively.
- **Prerequisites and co-requisites:** Delete "None" and replace XXXXXX with the corresponding course code.
- **Course Category:** *XXXXXXXX* with any of "University Core", "Faculty / School Core", "Area Core", "Area Elective", or "University Elective"
- **Abbreviated title:** This is going to be used in preparation of transcripts or registration forms. Replace *XXXXXXXXXXXXXXX* with a shorter version of the full title.
- **Teaching language:** Replace *XXXXX* with the teaching language
- **Keywords:** Replace *XXXXXX, XXXXXX* with words other than the ones available in the title and course outline which helps to identify the course.

The total text length should not exceed 2000 characters.

1.	**VACD 101 Perception & Design Concepts** This course is designed in order to develop an attitude of mind, not a method for visual organization. Introduces primary elements and forces of the dynamics of visual forms. This course concern concepts of visual perception as form and space, form and function, volume and structure, texture and color as well as principles of visual communication design. *Credits: (4 / 4 / 0)* **6** *Prerequisites:* ***None*** *Co-requisites: None* *Abbreviated Title: Perc. & Design Con.* *Category: Area Core Course* *Teaching Language: English* *Keywords: Graphic, visual, principle*
2.	**VACD102 Human Centered Design** This course places the human being in the center of the design process. Students use observational techniques as a source for design inspiration and prototyping techniques as a method for gaining user feedback. Students begin with observational and data-gathering strategies to better understand their audience. Rapid iteration of sequential prototypes is used to evolve designs and to create physical models for user testing, input, and subsequent revisions. *Credits: (4 / 4 / 0)* **6** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Human Centered Dsgn.* *Category: Area Core Course* *Teaching Language: English* *Keywords: Usability, principle, survey, target audience, research, feedback*
3.	**VACD201 History of Design** This course provides a comprehensive survey of the ideas, events, and individuals that determined the design of information, objects, culture, and commerce across societies. Students examine the social, political and cultural contexts that shape graphic design and the ideologies and relationships of similar movement in art and architecture *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Design History* *Category: University Core Course* *Teaching Language: English* *Keywords: Chronology, ideology, graphic design, paradigms, trends, movements*
4.	**VACD223 Typography** In this course students focus on type as image and the relationship between visual and verbal language. Type terminology, typographic history, technical issues related to typography will be examined. Type hierarchy and scale are also studied. *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Typography* *Category: Area Core Course* *Teaching Language: English* *Keywords: Type, design element, graphic design, principle, fonts, letters*

5.	**VACD228 Desktop Publishing** The main purpose of this course is to provide students with an introductory yet comprehensive overview of the techniques of advanced newspaper editing and design, with emphasis on the visual aspects of newspaper editing. A well-designed publication successfully and efficiently integrates graphics, photographs and text to communicate clearly with its audience. Hence, this course will teach you to combine principles of design and knowledge of the news to produce a compelling publication. Throughout the semester, the course will cover story design, page design, typography, picture editing and the use of color. *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Desktop Pub.* *Category: Area Core Course Teaching Language: English* *Keywords: Publication Design, Graphic Design, organizing newspaper, layout, magazine, brochure, newspaper*
6.	**VACD305 Visual Representation** This course is designed to develop knowledge in analyzing the problematic aspects of visual representation in art and design also in media communication. The structure of the course is concentrated on understanding representational theories in visual arts and graphic design. Since the visual representational productions require interpretations one has to appropriate critical thinking knowledge to do so. After a consistent theoretical introduction, illustrations, figurative art works, advertising photography and animations works will be intentionally interpreted and criticized by the students. *Credits: (4 / 4 / 0)* **6** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Visual Representation* *Category: University Core Course* *Teaching Language: English* *Keywords: Graphic design, theory, visual arts, critical thinking*
7.	**VACD311 Design Major I** This course prepares students for the design/illustration profession by providing opportunities to undertake project-based design briefs specific to their major studies in Graphic Design or Web Design or Motion Graphics. The lecture program will include industry practitioners as guest lecturers on topics including copyright, job applications, Graphic Design or Web Design or Motion Graphics practice, cultural diversity issues and client communication and presentation. *Credits: (4 / 4 / 0)* **6** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Design Major I* *Category: Area Core Course* *Teaching Language: English* *Keywords: Interdisciplinary, collaboration, professional designer, graphic design*
8.	**VACD312 Design Major II** This course prepares students for the design/illustration profession by providing opportunities to undertake project-based design briefs specific to their major studies in Graphic Design or Web Design or Motion Graphics. The lecture program will include industry practitioners as guest lecturers on topics including copyright, job applications, Graphic Design or Web Design or Motion Graphics practice, cultural diversity issues and client communication and presentation. *Credits: (4 / 4 / 0)* **6** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Design Major I* *Category: Area Core Course* *Teaching Language: English* *Keywords: Interdisciplinary, collaboration, professional designer, graphic design*
9.	**VACD314 Concepts in Art & Design** Traces the concepts of art & design from their origins to current trends and practices with an emphasis on theory and aesthetics. The course after a short historical introduction will concentrate on the contemporary art & design concepts to explore the terminology and language of different aesthetical and expressive tendencies. *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Concepts Art & Des.* *Category: University Core Course* *Teaching Language: English* *Keywords: Aesthetics, history, style, modern art, graphic design, trends*
10.	**VACD421 Interdisciplinary Design Studio** In this class students develop an increased sensitivity to the power of collaboration, improvisation, experimentation, and spontaneity. Using documented techniques for the creation of high-functioning teams, students are challenged to collaborate creatively. This class emphasizes the physicality of making and encourages students to explore the potential for re-connecting theory + process + form. *Credits: (4 / 4 / 0)* **6** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Interdisciplinary Design* *Category: Area Core Course* *Teaching Language: English* *Keywords: Collaboration, Design, Project, Group, Team work*
11.	**VACD426 Senior Project in VACD** This course presents increased opportunity for self-directed design research and study in the context of an advanced studio seminar. Sustained investigation and integration of visual communication skills in a semester long project. Public presentation of the outcome from this semester is required in VACD Graduation Exhibition. *Credits: (4 / 4 / 0)* **6** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Senior Project* *Category: Area Core Course* *Teaching Language: English* *Keywords: Graduation, Design project, supervised project*
12.	**VACD427 Art – Design & Media** This course introduces students to contemporary artistic practices of interactive imagery in media. The course focuses on the use of conventional and digital visuals in media. This course focuses on contemporary practices using interactive media. Projects supported in this course include interactive sound, image and video installations. The course will offer historical and theoretical insights into conventions and experimental models for analyzing contemporary productions. The focus of the program is to examine how images or objects interface with media environments. Emphasis is on expressive exploration of time-based media including sound, images, text and/or alternate physical feedback triggered through interactivity.

	*Credits: (3 / 0 / 0) **3*** *Prerequisites: None* *Co-requisites: None*
	Abbreviated Title: Art-Design-Media *Category: University Core Course* *Teaching Language: English*
	Keywords: Interactivity, Multimedia, combination
13.	**VACD428 Portfolio Design**
	This course explores various ways in which designers can best promote their talents. All possible vehicles, including portfolio, CVs and promotional materials are addressed, with the result being a substantial body of work that may be used as a job-seeking tool. Experimentation and unique approaches are encouraged during this process, but clarity of message and technical proficiency are the top priorities.
	*Credits: (3 / 0 / 0) **3*** *Prerequisites: None* *Co-requisites: None*
	Abbreviated Title: Portfolio Design *Category: Area Core Course* *Teaching Language: English*
	Keywords: Projects, Presentation, Job application, job hunting, resume, CV

Course Descriptions – II - English : All compulsory courses offered by other academic units

1.	**COMM101 Introduction to Communication Studies**
	This course introduces its students to the field of communication and media studies. In addition to providing the students with the necessary knowledge and skills to understand and analyze interpersonal, intercultural, mass and computer-mediated communications, the course aims to equip students with the needed tools to open the communication field to critical scrutiny. With the acquisition of study skills to grasp the meaning of communicated messages in their wider social, political and historical contexts, and by dealing with the debates concerning the different conceptualizations and practices of communication from issues related with language, discourse and representation to existing institutions and regulations of telecommunication, the students can expect to cultivate an ethical sense of responsibility concerning their communicative actions.
	*Credits: (3 / 0 / 0) **3*** *Prerequisites: **None*** *Co-requisites: None*
	Abbreviated Title: Intro. Comm. Studies *Category: Faculty Core Course* *Teaching Language: English*
	Keywords: radio, newspaper, television, ethics
	Department offering the course: FCMS
2.	**COMM103 Media Literacy**
	This course provides a broad framework for the development of a critical appreciation of the media that is essential both for the development of an informed citizenry and for those whose goal it is to express themselves through the communication arts media. Participants will consider the importance of media literacy to democracy through a broad range of issues that may include ownership and control, regulation and policy, production and circulation, construction and interpretation of signs, power, gender and media, children and advertising, censorship, racism and stereotyping. The emphasis is on developing the capacity to carefully evaluate media forms and content, develop a language of media critique, and appreciate the role that media play in partially constructing our sense of social reality.
	*Credits: (3 / 0 / 0) **3*** *Prerequisites: None* *Co-requisites: None*
	Abbreviated Title: Media Literacy *Category: Faculty Core Course* *Teaching Language: English*
	Keywords: criticism, education, pedagogy, citizenship
	Department offering the course: FCMS
3.	**COMM122 Sociology of Communication**
	The use of scientific methods in sociological investigation. Different perspectives in sociology. The individual and society. Personality and socialization. Role and status. Social organization and institutions. The family. Religious institutions. The development of education, science and technology. Political and economic institutions. Government and politics. Social change and policy. Social organization, class and mobility. Population. Rural, urban communities.
	*Credits: (3 / 0 / 0) **3*** *Prerequisites: None* *Co-requisites: None*
	Abbreviated Title: Sociology of Comm. *Category: Faculty Core Course* *Teaching Language: English*
	Keywords: Society, personality, socialization, methods, community
	Department offering the course: FCMS
4.	**COMM205 Theories of Communication**
	This course offers an overview of historical and contemporary theories of mass communication. It is concerned with illustrating how different theoretical traditions influence the types of questions asked, the knowledge produced from engaging those questions and the ensuing ways in which we perceive the relationships between communication media and society.
	*Credits: (3 / 0 / 0) **3*** *Prerequisites: None* *Co-requisites: None*
	Abbreviated Title: Theories of Comm *Category: Faculty Core Course* *Teaching Language: English*
	Keywords: content, critical, feminist, gender, poststructural, postcolonial
	Department offering the course: FCMS
5.	**COMM407 Media Ethics**
	This course provides students of media and communication with a unique opportunity to explore and develop ethical motivations to their work as communication practitioners in public life. This is a course in applied ethics in communication media and includes all aspects of mass media including, journalism, and public relations, advertising and broadcasting. It explores a wide variety of ethical issues that include censorship, conflicts of interest, portrayal of minorities, the elderly, and children.
	*Credits: (3 / 0 / 0) **3*** *Prerequisites: None* *Co-requisites: None*
	Abbreviated Title: Media Ethics *Category: Faculty Core Course* *Teaching Language: English*
	Keywords: Communication, journalism, public relations, advertising, broadcasting, censorship

	Department offering the course: FCMS
6.	**COMP101 Computer Literacy** (Refer to the course description under General Education) *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Computer Literacy* *Category: University Core Course* *Teaching Language: English* *Keywords: Graphics, Digital, Design, Photoshop* *Department offering the course: General Education*
7.	**ENGL191 Communication in English I** (Refer to the course description under General Education) *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Computer Literacy* *Category: University Core Course* *Teaching Language: English* *Keywords: Language* *Department offering the course: General Education*
8.	**TURK199/TUSU180 Communication in Turkish** (Refer to the course description under General Education) *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title: Computer Literacy* *Category: University Core Course* *Teaching Language: English* *Keywords: Language* *Department offering the course: General Education*
9	**MATH167 Mathematics for Arts and Social Sciences** *Review of basic mathematical concepts. Sets. Real numbers and their properties, operations with real numbers, exponents and radicals, operations with algebraic expressions, factorials, summation notation. Linear and quadratic equations. The rectangular coordinate system, linear and quadratic functions, their graphs and applications. Some basic geometric shapes, areas and volumes. Collecting data, sampling techniques. Picturing data, pie chart, bar charts and histograms. Average, weighted mean, geometric mean, median and mode. Variance and standard deviation. Some basic probability concepts, random variable, probability distribution. The normal distribution and its applications. Introduction to hypothesis testing, type I and II errors in decision making. (2 weeks)* *Credits: (3 / 0 / 0) 3 Prerequisites: None Co-requisites: None* *Abbreviated Title: Math for Arts and Soci. Sci. Category: University Core Course Teaching Language: English* *Keywords: Real numbers, algebraic expressions, rectangular coordinate, geometric shapes, picturing data, mean, variance, probability distribution, hypothesis testing* *Department offering the course: Mathematics*
10.	**GEED111 General Survey of Knowledge-I** This course, the first of a two-semester sequence, introduces students to a variety of disciplines in the arts and sciences through critical discussions of some of the major ideas, concepts and belief systems that are shaping the modern world. The first semester focuses primarily on scientific and technological aspects of modern life, and ends with a discussion of some of the social and psychological coping mechanisms that have evolved to deal with them. Lectures and discussion will be accompanied by textual and audiovisual material. Students will be evaluated on the basis of short, knowledge-based exams, and possibly short essays/a portfolio, discussing one or two of these areas in relation to a particular case study. Topics to be covered include: biology, physics, chemistry, ecology, architecture and urban issues, psychology, sociology, and comparative religion. *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title:* General Survey of Knowledge-I *Category: University Core Course* *Teaching Language: English* *Keywords: XXXXXX, XXXXXX* *Department offering the course: General Education*
11.	**GEED112 General Survey of Knowledge-II** The second in a two-semester sequence, this course continues the discussion from *Critical Thinking I* of critical ideas, concepts and belief systems that are shaping the modern world. This semester focuses primarily on economic, political, legal, social and cultural aspects of contemporary life, and ends with a discussion of the impact of the cultural sphere—art, music, literature, and the media—on the individual and society. Lectures and discussion will be accompanied by textual and audiovisual material. Students will be evaluated on the basis of short, knowledge-based exams, and possibly short essays/a portfolio, discussing one or two of these areas in relation to a particular case study. Topics to be covered include: economics, political science, law, philosophy, history, art and archeology, music, communications, literature. *Credits: (3 / 0 / 0)* **3** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title:* General Survey of Knowledge II *Category: University Core Course* *Teaching Language: English* *Keywords: XXXXXX, XXXXXX* *Department offering the course: General Education*
12.	**GEED101 SPIKE-I** This course is designed to expose students to practical applications of knowledge in their own and related fields, increase their knowledge of other disciplines, and create opportunities for them to experience a diverse range of social and cultural activities in the world outside university. The focus is on developing learning outside the classroom through encouraging student participation in guest lectures, conferences, and cultural events such as musical and theatrical performances, art exhibitions, literary readings, etc., both on campus and off campus. By providing students with exposure to professional, industrial, and socio-cultural realities, this course takes a first step towards preparing students for the changing world that will face them after graduation. And through this exposure, they aspire to give

students a sense of respect for and pride in their own chosen profession, coupled with a feeling of responsibility to helping the community and working for the good of society. Assessment will be based on the student's completion during the semester of a SPIKE Card, under the Honor Code, certifying participation in four socio-cultural, professional, or industry-related events sponsored by his or her own Faculty or School, and four events sponsored by other Faculties or Schools or organizations in the community.

*Credits: (0 / 0 / 0) **0***   *Prerequisites: None*   *Co-requisites: None*

Abbreviated Title: SPIKE I   *Category: University Core Course*   *Teaching Language: English*

Keywords: XXXXXX, XXXXXX

Department offering the course:

13.	**GEED102** **SPIKE-II**
	This course is designed to expose students to practical applications of knowledge in their own and related fields, increase their knowledge of other disciplines, and create opportunities for them to experience a diverse range of social and cultural activities in the world outside university. The focus is on developing learning outside the classroom through encouraging student participation in guest lectures, conferences, and cultural events such as musical and theatrical performances, art exhibitions, literary readings, etc., both on campus and off campus. By providing students with exposure to professional, industrial, and socio-cultural realities, this course takes a first step towards preparing students for the changing world that will face them after graduation. And through this exposure, they aspire to give students a sense of respect for and pride in their own chosen profession, coupled with a feeling of responsibility to helping the community and working for the good of society. Assessment will be based on the student's completion during the semester of a SPIKE Card, under the Honor Code, certifying participation in four socio-cultural, professional, or industry-related events sponsored by his or her own Faculty or School, and four events sponsored by other Faculties or Schools or organizations in the community. *Credits: (0 / 0 / 0) **0*** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title:* SPIKE II *Category: University Core Course* *Teaching Language: English* *Keywords: XXXXXX, XXXXXX* *Department offering the course:*
14.	**GEED201** **SPIKE-III**
	This course is designed to expose students to practical applications of knowledge in their own and related fields, increase their knowledge of other disciplines, and create opportunities for them to experience a diverse range of social and cultural activities in the world outside university. The focus is on developing learning outside the classroom through encouraging student participation in guest lectures, conferences, and cultural events such as musical and theatrical performances, art exhibitions, literary readings, etc., both on campus and off campus. By providing students with exposure to professional, industrial, and socio-cultural realities, this course takes a first step towards preparing students for the changing world that will face them after graduation. And through this exposure, they aspire to give students a sense of respect for and pride in their own chosen profession, coupled with a feeling of responsibility to helping the community and working for the good of society. Assessment will be based on the student's completion during the semester of a SPIKE Card, under the Honor Code, certifying participation in four socio-cultural, professional, or industry-related events sponsored by his or her own Faculty or School, and four events sponsored by other Faculties or Schools or organizations in the community. *Credits: (0 / 0 / 0) **0*** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title:* SPIKE III *Category: University Core Course* *Teaching Language: English* *Keywords: XXXXXX, XXXXXX* *Department offering the course:*
15.	**GEED202** **SPIKE-IV**
	This course is designed to expose students to practical applications of knowledge in their own and related fields, increase their knowledge of other disciplines, and create opportunities for them to experience a diverse range of social and cultural activities in the world outside university. The focus is on developing learning outside the classroom through encouraging student participation in guest lectures, conferences, and cultural events such as musical and theatrical performances, art exhibitions, literary readings, etc., both on campus and off campus. By providing students with exposure to professional, industrial, and socio-cultural realities, this course takes a first step towards preparing students for the changing world that will face them after graduation. And through this exposure, they aspire to give students a sense of respect for and pride in their own chosen profession, coupled with a feeling of responsibility to helping the community and working for the good of society. Assessment will be based on the student's completion during the semester of a SPIKE Card, under the Honor Code, certifying participation in four socio-cultural, professional, or industry-related events sponsored by his or her own Faculty or School, and four events sponsored by other Faculties or Schools or organizations in the community. *Credits: (0 / 0 / 0) **0*** *Prerequisites: None* *Co-requisites: None* *Abbreviated Title:* SPIKE IV *Category: University Core Course* *Teaching Language: English* *Keywords: XXXXXX, XXXXXX* *Department offering the course:*

Course Descriptions – I - Turkish: All core courses offered by the department of the program
Ders Tanımları – I – Türkçe: Programı sunan Bölüm tarafından verilen tüm temel dersler

- **Ders Kodu: DERSXXX** 'in ders kodu ile değiştirin
- **Ders Adı:** "**Tam Ders Adı**" yazısını silip yerine dersin tam adını yazınız.
- **Ders İçeriği:** "Ders içeriği…" yazısını silip dersin içeriğini yazınız. Çoklu parağraflardan kaçınınız. Ve sonunda bir satır boşluk kalmasını sağlayınız.
- **Dersin Kredisi:** L, L, T ve **X** harfleri yerine sırasıyla ders, lab, tutorial ve dersin toplam kredilerini karşılık gelecek şekilde yazınız..
- **Ön ve yan koşullar:** "None" kelimesini siliniz ve *XXXXXX* yerine dersin ön veya yan koşul dersini yazınız.
- **Dersin kategorisi:** *XXXXXXXX* yerine "Üniversite Ana", "Fakülte / Okul Ana", "Alan Ana", "Alan Seçmeli", veya "Üniversite Seçmeli" ibarelerinden birini yazınız.
- **Dersin Kısa Adı:** Bu bilgi ders çizelgesi (transkript) veya kayıt formlarında kullanılacaktır. *XXXXXXXXXXXXXX* yerine dersin kısa adını yazınız.
- **Eğitim Dili:** *XXXXX* yerine dersin eğitim dilini yazınız.
- **Anahtar Kelimeler:** *XXXXXX, XXXXXX* yerine dersi tanımlamakta yararlı olacak ve derin adı ile içeriğinde yer almayan kelimeleri yazınız.

Toplam metin uzunluğu 2000 basamağı geçemez.

1. **VACD101   Algı ve Tasarım Kavramları**

Bu ders zihnin tutumunu geliştirmek için tasarlanmıştır. Amacı bir görsel organizasyon methodu geliştirmek degildir. Görsel sekillerin dinamiklerinin ana elementlerini ve güclerini tanıtır. Bu ders görsel algılamanın sekil ve alan, sekil ve islev, hacim ve yapı, doku ve renk gibi konseptleri ile ilgili olduğu kadar görsel iletisim tasariminin ilkeleriyle de ilgilidir.

Kredi: (4 / 4 / 0) 6   Önkoşul: Yok   Yankoşul: Yok

Dersin Kısa Adı: Algı ve Tasarım   Kategorisi: Alan Ana Dersi   Eğitim Dili: İngilizce

Anahtar Kelimeler: Grafik, Görsel, İlke

2. **VACD102   İnsan Merkezli Tasarım**

Bu ders insanı tasarım sürecinin merkezine yerleştirir. Öğrenciler gözlem tekniklerini tasarım ilhamı için bir kaynak, prototipleştirme tekniklerini ise kullanıcı geri bildirimi kazanmak için bir teknik olarak kullanabilirler. Hedef kitleyi daha iyi anlayabilmek için yapılan veri-toplama ve gözlem stratejileri öğrencilerin başlangıç noktası olur. Sırasal prototiplerin hızlı tekrarı tasarımları geliştirmede ve kullanıcı testi, girdi ve sonradan oluşan baskılar için fiziksel modeller yaratmada kullanılır.

Kredi: (4 / 4 / 0) 6   Önkoşul: Yok   Yankoşul: Yok

Dersin Kısa Adı: İnsan merkezli Tsrm   Kategorisi: Alan Ana Dersi   Eğitim Dili: İngilizce

Anahtar Kelimeler: Kullanılabilirlik, ilke, inceleme, hedef kitle,araştırma, geri bildirim

3. **VACD201   Tasarım Tarihi**

Bu ders, öğrenciye, bilginin, objelerin, kültürün ve toplumlar arası ticaretin tasarımını belirleyen fikirlerin, olayların ve bireylerin çok yönlü bir incelemesini sağlar. Öğrenciler, grafik tasarımı ve mimarliktaki ve sanattaki benzer akımların ideolojilerini ve ilişkilerini şekillendiren sosyal, politik ve kültürel bağlamları inceleyebilirler.

Kredi: (3 / 0 / 0) 3   Önkoşul: Yok   Yankoşul: Yok

Dersin Kısa Adı: Tasarım tarihi   Kategorisi: Üniversite Ana Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: Kronoloji, ideoloji, grafik dizayn, paradigma, trend, akım

4. **VACD223   Tipografi**

Bu derste öğrenciler imge ve görselle konuşma dili arasındaki ilişki olarak kendini gösteren harfe yoğunlaşırlar. Harf terminolojisi, tipografik terminoloji, tipografi ile ilgili olan teknikler incelenecektir. Ayrıca, harf hiyerarşisi ve ölçeği çalışılır.

Kredi: (3 / 0 / 0) 3   Önkoşul: Yok   Yankoşul: Yok

Dersin Kısa Adı: Tipografi   Kategorisi: Alan Ana Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: Yazı, Tasarım elementi, grafik dizaynı, ilkeler, fontlar, harfler

5. **VACD228   Masaüstü Yayıncılığı**

Bu dersin ana amacı öğrencilere, gelişmiş gazete düzenlemesi ve tasarımı teknilerinin tanıtıcı, aynı zamanda çok yönlü bir incelemesini -bu incelemenin gazete düzenlemenin görsel yönlerinin üzerindeki önemiyle birlikte- sağlamaktır. İyi dizayn edilmiş bir yayın grafik, fotoğraf ve metni, hedef kitle ile açıkca iletişim kurmak için, başarılı ve etkili bir şekilde entegre eder. Bu yüzden, bu ders size tasarım ilkelerini ve haber bilgisini güçlü yayımlar üretmede birleştirmeniz gerektiğini öğretecektir. Dönem boyunca, ders kapak tasarımı, sayfa tasarımı, tipografi, resim düzenlemesi ve renk kullanımını işleyecektir.

Kredi: (3 / 0 / 0) 3   Önkoşul: Yok   Yankoşul: Yok

Dersin Kısa Adı: Masaüst yay.   Kategorisi: Alan Ana Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: Yayım tasarımı, Grafik tasarım, gazete, çıktı, broşür ve dergi düzenleme

6. **VACD305   Görsel Temsiller**

Bu ders sanattaki, tasarımdaki ve ayrıca medya iletişimindeki görsel temsillerin problemli yönlerini analiz etmede bilgi geliştirmek için tasarlanmıştır. Dersin yapısı görsel sanatlar ve tasarımdaki temsili teorilerin anlaşılmasına odaklanır. Görsel temsili üretimler yorum gerektirdiği için kişinin bunu yapabilecek eleştirisel düşünme bilgisine sahip olması gerekir. Tutarlı bir teori tanıtımından sonra, illustrasyonlar, figurative sanat işleri, reklamcılık, fotoğrafçılık ve animasyon işleri niyetli olarak öğrenciler tarafından eleştirilecek ve yorumlanacaktır.

Kredi: (4 / 4 / 0) 6   Önkoşul: Yok   Yankoşul: Yok

Dersin Kısa Adı: Görsel temsiller   Kategorisi: Üniversite Alan Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: Grafik tasarım, teori, görsel sanatlar, eleştirel düşünme

7. **VACD311   Anadal Tasarım I**

Öğrenciler, bu derste, özellikle Grafik Tasarımdaki veya Web Tasarımındaki veya Hareketli Grafiklerindeki calışmalarına göre oluşan proje tabanlı tasarım özetleri için sağlanan fırsatlar sayesinde, kendilerini tasarım ve illustrasyon mesleğine hazırlarlar. Bu dersin programı telif hakkı, iş başvuruları, grafik tasarım veya web tasarımı veya hareketli grafik, kültürel çeşitlilik konuları ve müşteri iletişimiyle sunumunu kapsayan başlıkları tartışan endüstri calışanlarını içerecektir.

Kredi: (4 / 4 / 0) 6   Önkoşul:Yok   Yankoşul: Yok

Dersin Kısa Adı: Tasarım majörü   Kategorisi: Alan Ana Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: Disiplinler arası, İşbirliği, profesyonel tasarımcı, grafik tasarımcı

8. **VACD312   Anadal Tasarım II**

Öğrenciler, bu derste, özellikle Grafik Tasarımdaki veya Web Tasarımındaki veya Hareket Grafiklerindeki calışmalarına göre oluşan proje tabanlı tasarım özetleri için sağlanan fırsatlar sayesinde, kendilerini tasarım ve illustrasyon mesleğine hazırlarlar. Bu dersin programı telif hakkı, iş başvuruları, grafik tasarım veya web tasarımı veya hareketli grafik, kültürel çeşitlilik konuları ve müşteri iletişimiyle sunumunu kapsayan başlıkları tartışan endüstri calışanlarını içerecektir.

	Kredi: (4 / 4 / 0) **6** *Önkoşul: Yok* *Yankoşul: Yok*
	Dersin Kısa Adı: Tasarım Majörü 2 *Kategorisi: Alan Ana Dersi* *Eğitim Dili: Ingilizce*
	Anahtar Kelimeler: Disiplinler arası, İşbirliği, profesyonel tasarımcı, grafik tasarımcı

9.	**VACD314 Sanat ve Tasarım Kavramları**
	Bu ders sanatın ve tasarımın konsceptlerini kaynaklarından şimdiki trendlerine ve uygulamalarına kadar olan süreçlerinin teorik ve estetik önemini vurgulayarak izini sürer. Kısa bir tarihi tanıtımdan sonra, ders, farklı estetiksel ve ifade etme eğilimlerinin dilinin ve terminolojisinin keşfi için çağdaş sanat ve tasarım konsceptlerine konsantre olur.
	Kredi: (3 / 0 / 0) **3** *Önkoşul: Yok* *Yankoşul: Yok*
	Dersin Kısa Adı: Sanat ve Tasarım *Kategorisi: Üniversite Ana Dersi* *Eğitim Dili: Ingilizce*
	Anahtar Kelimeler: Estetik, tarih, stil, modern sanat,grafik sanat, trend

10.	**VACD421 Disiplinler Arası Tasarım Stüdyosu**
	Bu derste öğrencilere işbirliğinin, doğaçlamanın, deneyselliğin ve özgünlüğün gücününü kavrayabilmeleri için geliştirilmiş bir duyarlılık kazandırılır. Yüksek işlevsellikteki takımların yaratımı için kanıtlanmış teknikler kullanılarak, öğrencilerin yaratıcı bir şekilde işbirliği yapabilmesi hedeflenir. Bu ders yapımın fizikselliğine önem verir ve öğrencileri teori+süreç+form üçlüsünü yeniden bağlantılandırma potansiyelini keşfetmeleri için cesaret verir.
	Kredi: (4 / 4 / 0) **6** *Önkoşul: Yok* *Yankoşul: Yok*
	Dersin Kısa Adı: Disiplinler Arası Tasarım *Kategorisi: Alan Ana Dersi* *Eğitim Dili: Ingilizce*
	Anahtar Kelimeler: İşbirliği, tasarım, proje, grup, takım çalışması

11.	**VACD426 GSİT Mezuniyet Projesi**
	Bu ders, öğrencinin kendisi tarafından yönlendirilmiş tasarım arastırması ve gelişmiş stüdyo semineri bağlamındaki çalışmalar için arttırılmış fırsatlar sunar. Ders, üç ay sürelik bir proje içinde görsel iletişim becerilerinin bütünleşmesini ve incelenmesini güçlendirir. Üç aylık sürenin sonrasında oluşan sonucun halk sunumu GSİT Mezuniyet sergisi için gereklidir.
	Kredi: (4 / 4 / 0) **6** *Önkoşul: Yok* *Yankoşul: Yok*
	Dersin Kısa Adı: Mezuniyet Projesi *Kategorisi:Alan ara Dersi* *Eğitim Dili: Ingilizce*
	Anahtar Kelimeler: Mezuniyet, tasarım projesi, yönetilmiş proje

12.	**VACD427 Sanat-Tasarım & Medya**
	Bu ders öğrencilere medyadaki interaktif söz sanatlarının artistic çağdaş çalışmalarını tanıtır. Ders medyadaki geleneksel ve dijital görsellerin kullanımına odaklanır. Ayrıca interaktif medyayı kullanarak çağdaş alıştırmalara odaklanır. Bu derste desteklenen projeler, interaktif sesi, görüntüyü ve video donanımını içerir. Bu ders çağdaş üretimleri analiz etmek için geleneklere ve deneysel modellere tarihsel ve teorik içgörüler önerir. Programın odak noktası görüntünün ve nesnelerin medya çevreleriyle nasıl karşılaştığını açıklamaktır. Önem ses, görüntü, yazı ve/veya interaktiflik yoluyla tetiklenen alternatif fiziksel geribildirim içeren zaman tabanlı medyanın anlamlı keşfine verilir.
	Kredi: (3 / 0 / 0) **3** *Önkoşul: Yok* *Yankoşul: Yok*
	Dersin Kısa Adı: Sanat-Tasarım *Kategorisi: Üniversite Alan Dersi* *Eğitim Dili: Ingizce*
	Anahtar Kelimeler: Interaktif, multimedya

13.	**VACD428 Portfolyo Tasarımı**
	Bu ders tasarımcıların yeteneklerini en iyi şekilde ifade edebilecekleri yolları keşfeder. Portfolyo, Cv'ler ve tanıtıcı materyeller dahil tüm muhtemel araçlar iş-arama aracı olarak kullanılabilecek bir çalışmanın güçlü gövdesi olan bir sonuçla belirtilebilir. Deneysellik ve eşsiz yaklaşımlar bu işlem süresince cesaretlendirilir, fakat mesajın açıklığı ve teknik ustalık en baştaki önceliklerdir.
	Kredi: (3 / 0 / 0) **3** *Önkoşul: Yok* *Yankoşul: Yok*
	Dersin Kısa Adı: Portfolyo tasarımı *Kategorisi: Alan Ana Dersi* *Eğitim Dili: İngilizce*
	Anahtar Kelimeler: Projeler, sunumlar, iş başvuruları, iş avı, resume, CV

Course Descriptions – II - Turkish : All compulsory courses offered by other academic units
Ders Tanımları – II – Türkçe : Diğer akademik birimler tarafından verilen tüm temel dersler

1.	**COMM101 İletişim Çalışmalarına Giriş**
	İletişim Çalışmalarına Giriş dersinin amacı, öğrencilerin iletişim alanıyla tanıştırılmasıdır. Bu ders çerçevesinde, öğrencilere kişiler –arası, kültürler arası iletişimi, kitle iletişimini ve bilgisayar dolayımlı iletişimi anlayıp, çözümleyebilmelerini sağlayacak eleştirisel bilgi ve becerilerin yanısıra, iletişim alanının veri olarak kabul edilen kavramlarını tartışmaya açabilecekleri donanımın tartışmaya kazandırılması hedeflenmektedir. Dersin bir diğer hedefi de, bir yandan iletişim alanında dil, söylem ve temsil sorunlarından telekomünikasyon kurumlaşmalarına değin çeşitli kavramsal/teorik ve uygulamaya dönük tartışmalar verilerek, diğer yandan mesajları toplumsal, siyasal ve tarihsel bağlamları içerisinde kavrayabilmelerini sağlayacak kültürel beceri kazandırılarak öğrencilerin iletişim eylemlerinde etik sorumlulukla davranmalarını sağlamaktır.
	Kredi: (3 / 0 / 0) **3** *Önkoşul: Yok* *Yankoşul: Yok*
	Dersin Kısa Adı: İlet. Çalışmaları *Kategorisi: Fakülte Ana Dersi* *Eğitim Dili: İngilizce*
	Anahtar Kelimeler: Radyo, eğitim, pedagoji, yurttaşlık
	Dersi veren Bölüm:İletisim fakültesi

2.	**COMM103 Medya Okur Yazarlığı**
	Bu ders öğrencilerin medyaya ilişkin eleştirel bir bakış ve değerlendirme kapasitelerini arttırmaya yönelik geniş bir çerçeve sunmaktadır. Derste çizilecek perspektif hem bilgilenmiş yurttaşlık kavrayışının gelişmesi için zaruridir hem de medya da, iletişim sanatlarında kendini ifade etme yolları arayanlar için gereklidir. Öğrenciler bu derste medya okuryazarlığının demokrasi içindeki önemini, sahiplik ve control, regulasyon ve politika oluşturma, üretim ve dağıtım, göstergelerin inşası ve yorumlanması, iktidar, toplumsal cinsiyet ve medya, çocuklar ve

reklamcılık, sansür, ırkçılık ve tektipleştirme gibi konuları içeren geniş bir alan içinde düşünme imkanı bulacaklardır. Ders öğrencilerin medyadaki formları ve içeriği daha incelikli değerlendirme kapasitelerini geliştirmelerine, medya eleştirisine dair bir dil oluşturmalarına ve sosyal gerçekliği anlamlandırmamızda medyanın oynadığı rolü görmelerine yardımcı olacaktır.

Kredi: (3 / 0 / 0) **3**   *Önkoşul: Yok*   *Yankoşul: Yok*

Dersin Kısa Adı: Medya okuryazarlığı   Kategorisi: Fakülte Ana Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: Eleştiri, eğitim, pedagoji, yurttaşlık

Dersi veren Bölüm:Iletisim fakultesi

3.	**COMM205 İletişim Kuramları**

Bu ders, kitle iletişimine dair tarihsel ve çağdaş kuramlara genel bir bakış sunmayı amaçlar. Bu dersin amacı, farklı kuramsal geleneklerin iletişim süreçleriyle ilgili sorunların niteliğini ve bu sorunlarla ilişkili olarak üretilen bilgiyi nasıl etkilediğini, ayrıca bunun, iletişim medya ve toplum arasındaki ilişkiyi algılama biçiminizi nasıl belirlediğini tartışmaktadır.

Kredi: (3 / 0 / 0) **3**   *Önkoşul: Yok*   *Yankoşul: Yok*

Dersin Kısa Adı: Iletısım Kuramları   Kategorisi: Fakülte Ana Dersi   Eğitim Dili: İngilizce

Anahtar Kelimeler: İçerik, eleştirel, feminist, toplumsal cinsiyet, yapısalcılık-sonrası, sömürgecilik sonrası

Dersi veren Bölüm:Iletisim fakultesi

4.	**COMM122 İletişim Sosyolojisi**

Ssosyoloji sosyal bilimler içinde kültür ve toplumla ilgili modern entellektüel tartışmalarda anahtar bir rol oynamaktadır. Sosyoloji, tarihsel dönüşümlerin haritasını çıkartmakta ve çağdaş toplumsal gelişmeleri anlamada yöntemler sunmaktadır. Dersin temel amacı, sosyoloji hakkında hem kuram hem de pratik bağlamında genel bir bakış açısı kazandırmak ve öğrencilerin hem kendi toplumlarının hem de başka toplumların sosyal yapılarını ve kültürlerini daha iyi anlamalarını sağlamaktır. Derste ayrıca toplum kuramındaki iletişim ve medyanın toplumsal ve kültürel boyutlarıyla ilgili kavramsal ve kuramsal inşalar da tartışılacaktır. Ele alınacak konu başlıkları şunlardır: iletisim ve toplum; ideoloji ve medya; suç ve medya; toplumsal cinsiyet ve medya; medya ve etnisite; iletişim teknolojisi ve toplumsal degişim; kuresellesme.

Kredi: (3 / 0 / 0) **3**   *Önkoşul: Yok*   *Yankoşul: Yok*

Dersin Kısa Adı: Iletisim sosyolojisi   Kategorisi: UC-SC Eğitim Dili: İngilizce

Anahtar Kelimeler: XXXXXX, XXXXXX

Dersi veren Bölüm:Iletisim fakultesi

5.	**COMM407 Medya Etiği**

Dersin amacı, medya ve iletişim öğrencilerine, kamusal yaşamda iletişim uzmanı olarak çalışırken karşılaşabilecekleri ahlak ve değer sorunlarıyla ilgili düşünme ve değerlendirme yeteneklerini geliştirme olanağını sağlamaktır. Özel olarak iletişim ve medya incelemeleri alanına giren konuların tartışıldığı bu uygulamalı etik dersi gazetecilik, halkla ilişkiler, reklamcılık ve radyo-televizyon yayıncılığını da içine alacak biçimde geniş kitle iletişiminin bütün yönlerini kapsamaktadır. Bu çerçevede sansür, çıkar çatışmaları, cinsiyet ayrımcılığı, azınlıkların, yaşlıların, çocukların ele alınış biçimi gibi çok çeşitli sorunlar incelenmektedir.

Kredi: (3 / 0 / 0) **3**   *Önkoşul: Yok*   *Yankoşul: Yok*

Dersin Kısa Adı: Medya Etiği Kategorisi: Fakülte Temel Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: İletişim, gazetecilik, halkla ilişkiler, reklamcılık, yayım, yasakcılık

6.	**GEED111 Bilginin Genel İncelenmesi I**

Bu ders, iki dönemlik serinin ilki olarak, öğrencilere modern dünyayı şekillendiren inanç sistemlerinin, konseptlerin ve ana fikirlerin kritik tartışma yoluyla sanatta ve bilimde çeşitli dişiplinler tanıtır.   İlk dönem öncellikle modern hayatın bilimsel ve teknolojik yönlerine odaklanır ve bu yönlerle uzlaşmak için geliştirilmiş sosyal ve psikolojik dayanma mekanizmalarının tartışılması ile biter. Dersler ve tartışmalar yazılı ve görsel-işitsel materyallerle desteklenir. Öğrenciler kısa, bilgiye dayanan sınavlarla, muhtemel kısa yazılar veya bir portfolyo ile değerlendirilecektir ve öğrencilerden bu alanlardan birinin ya da ikisinin spesifik bir durum çalışmasıyla bağlantı kurarak tartışmaları istenecektir. İncelenecek başlıklar şunları içerir: Biyoloji, fizik, kimya, ekoloji, mimari ve kentsel konular, psikoloji, sosyoloji ve karşılaştırmalı din.

Kredi: (3 / 0 / 0) **3**   *Önkoşul: Yok*   *Yankoşul: Yok*

Dersin Kısa Adı: KRITIK DUŞUNME BECERILERI 1   Kategorisi: Universite Temel Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: XXXXXX, XXXXXX

Dersi veren Bölüm: Genel Eğitim

7.	**GEED112 Bilginin Genel İncelenmesi -II**

İki dönemlik serinin ikincisi olan bu ders Kritik düşünme becerileri 1'in modern dünyayı şekillendiren eleştirisel fikirleri, konseptleri ve inanç sistemleri hakkındaki tartışmalarını sürdürür. Bu dönem öncelikle çağdaş yaşamın ekonomik, politik, yasal, sosyal ve kültürel yönlerine odaklanır ve kültürel dünyanın-sanat, muzik, edebiyat ve medya- birey ve toplum üzerindeki etkisini tartışarak sona erer. Öğrenciler kısa, bilgiye dayanan sınavlarla, muhtemel kısa yazılar veya bir portfolyo ile değerlendirilecektir ve öğrencilerden bu alanlardan birinin ya da ikisinin spesifik bir durum çalışmasıyla bağlantı kurarak tartışmaları istenecektir. İncelenecek başlıklar şunları içerir: Ekonomi, politik bilim, hukuk, felsefe, tarih, sanat ve arkeoloji, müzik, iletişim ve edebiyat.

Kredi: (3 / 0 / 0) **X**   *Önkoşul: Yok*   *Yankoşul:Yok*

Dersin Kısa Adı: BILGININ GENEL INCELENMESI 2   Kategorisi: Unıversıte Temek Dersi   Eğitim Dili: Ingilizce

Anahtar Kelimeler: XXXXXX, XXXXXX

Dersi veren Bölüm: Genel eğitim

8.	**GEED101 SPIKE-I**

Bu ders, öğrencileri bilginin kendi alanlarındaki ve ilgili alanlardaki pratik uygulamalarına alıştırmak, onların diğer disiplinler hakkındaki bilgilerini arttırmak, onlara üniversite dışındaki hayatı tanımalarında faydalı olacak sosyal ve kültürel aktivite çeşitliliğini arttırıcı fırsatlar yaratmak için tasarlanmıştır. Odak noktası davetli hem kampüs dışında hem kampüsün içinde derslerde, konferanslarda, müzikal ve teatral

performanslar, sanat sergileri, edebiyat okumaları gibi kültürel olaylarda öğrenci katılımının cesaretlendirilmesiyle sınıf dışında öğrenim becerilerinin geliştirilmesidir. Öğrencileri profesyonel, endüstriyel ve sosyo-kültürel realitelerle yüzyüze getirerek, bu ders, öğrencileri mezuniyetten sonra karşılaşacakları değişen dünyaya karşı hazırlar. Ve bu hazırlama esnasında, öğrencileri seçtikleri mesleğin onurunu ve saygısını koruyarak toplumun iyiliği için çalışmaya yöneltir. Değerlendirme öğrencilerin onur kodu altındaki Spike kartlarını bir dönem boyunca tamamlaması gerekliliğine dayanacaktır. Öğrenciler, bu tamamlama işlemini 4 sosyo-kültürel, profesyonel veya endüstri bağlantılı ve kendi okulu tarafından sponsor olunmuş olaya katılımla ve diğer fakülteler, okullar veya toplumdaki organizasyonlar tarafından sponsor olunmuş olaylara katılımla belgelemelidirler.

*Kredi: (0 / 0 / 0) **0*** *Önkoşul: Yok* *Yankoşul: Yok*

Dersin Kısa Adı: SPIKE 1 *Kategorisi: Unıversıte Temel Dersi* *Eğitim Dili: Ingılızce*

Anahtar Kelimeler: XXXXXX, XXXXXX

Dersi veren Bölüm: XXXXXXX XXXXXXXX

9.	**MATH167 Sosyal Bilimler ve Sanat İçin Matematik**

Temel matematiksel kavramların hatırlanması. Kümeler. Reel sayılar ve özellikleri, reel sayılarla işlemler, üstsel sayılar. Sayılarla cebrik işlemler, faktöriyel kavramı, elemanların toplamı. Lineer ve kuvadratik denklemler. Kare koordinat sistemi. Lineer ve kuvadratik fonksiyonlar, grafikleri, uygulamalar.Bazı temel geometrik şekiller. Basit geometrik şekillerin Alan ve hacim hesapları.Veri örnekleme teknikleri. Verilerin şekile dönüştürülmesi. Pie grafik, çubuk grfik ve histogram çizimi. Aritmetik ortalama, ağırlıklı ortalama, geometric ortalama, medyan ve mod hesapları. Varians ve standard sapma. Temel olasılık kavramı, rastsal değişkenler, olasılık dağılımları, normal dağılım ve uygulamaları. Hipotez testi ve testde yapılabilecek hatalar.

*Kredi: (3/0 / 0) **3*** *Önkoşul: Yok* *Yankoşul: Yok*

Dersin Kısa Adı: XXXXXXXXXXXXXXX *Kategorisi: XXXXXXXX Dersi* *Eğitim Dili: XXXXX*

Anahtar Kelimeler: Reel sayılar, cebrik ifadeler, kare koordinat, geometrik şekiller, veri şekillendirme, ortalama, varyans, hipotez testi

Dersi veren Bölüm: Matematik Bolumu

10.	**COMP101 Bilgisayar Okur Yazarlığı**

(Genel eğitim altındaki ders tanımlarına karşılık gelmektedir.)

*Kredi: (L / L / T) **X*** *Önkoşul: XXXXXX / Yok* *Yankoşul: XXXXXX / Yok*

Dersin Kısa Adı: XXXXXXXXXXXXXXX *Kategorisi: Universite Ana Dersi* *Eğitim Dili: Ingilizce*

Anahtar Kelimeler: Grafikler, Tasarım, Photoshop, Dijital

Dersi veren Bölüm: Genel eğitim

11.	**ENGL191 İngilizce'de İletişim I**

(Genel eğitim altındaki ders tanımlarına karşılık gelmektedir.)

*Kredi: (3 / 0 / 0) **3*** *Önkoşul: Yok* *Yankoşul: Yok*

Dersin Kısa Adı: XXXXXXXXXXXXXX *Kategorisi: Üniversite Ana Dersi* *Eğitim Dili: İngilizce*

Anahtar Kelimeler: Dil

Dersi veren Bölüm: Genel Eğitim

12.	**TURK191/180 Türkçe'de İletişim**

(Genel eğitim altındaki ders tanımlarına karşılık gelmektedir.)

*Kredi: (3 / 0 / 0) **3*** *Önkoşul: Yok* *Yankoşul: Yok*

Dersin Kısa Adı: XXXXXXXXXXXXXX *Kategorisi: Üniversite Ana Dersi* *Eğitim Dili: XXXXX*

Anahtar Kelimeler: Dil

Dersi veren Bölüm: Genel Eğitim

Part IV. Consultations

Other academic units (academic owners) affected by this revision
Approval (i.e., initials) of the listed academic unit heads which somehow are affected by the proposed changes is necessary. Please exclude area or University elective courses. Add additional rows if necessary.

	Academic Unit	Courses to be taught by this academic unit	Total Number	Total Credits	Approval (Date and initials)
1.					
2.					
3.					
4.					
5.					
			Total:		

GE Department Consult and get approval about the compliance of the proposed changes to the existing GE policy.					
Recommendations and other remarks:					
GE Department Head (Name)		Date		Signature	

Rector's Office: Vice Rector for Student Affairs Consult and get approval for compliance of the proposed changes with the existing student recruitment policies IF THE TITLE OR DIPLOMA DEGREE OF THE PROGRAM HAS BEEN CHANGED.					
Recommendations and other remarks:					
Vice Rector (Name)		Date		Signature	

Rector's Office: Budget and Planning Office Consult and get approval for the compliance of the proposed changes with the existing budget and planning policies IF ADDITIONAL HUMAN OR PHYSICAL RESOURCES are needed.					
Recommendations and other remarks:					
Name and Duty		Date		Signature	

Part IX. Approval of the Department Board

Founding Department Chair, Title and Name	Dr. Fırat Tüzünkan	Signature		Date	June 23, 2008
Founding Board Meeting Date	January 8, 2008	Meeting Number	01-08	Decision Number	01-08

Part X. Approval of the Faculty/School Board

Board Meeting Date		Meeting Number		Decision Number	
Dean/Director Title and Name		Signature		Date	

Part XI. Evaluation of University Curriculum Committee

Program Title:	Visual Arts and Visual Communication Design			Date Recieved:	
Preliminary Evaluation Date:	June 26, 2008	Subcommittee Evaluation Date:	June 30, 2008	UCC Evaluation Date:	July 2, 2008

Review item	OK	Remarks / Recommendations
Submission:		
Format in general (completeness of the forms) (Latest version of the most proper form; No blank spaces left etc...)	√	
Deadlines (Initiation: no later than 2 semesters; Senate Approval: no later than 3 months before implementation semester)	√	
Board Approvals (Department Board, Faculty/School Board)	√	
Consultations (Other academic units affected by the changes; GE Department Head; Vice Rector for Academic Affairs if the title or diploma degree has been changed; Vice Rector for budget and financing if additional resources required)	**?**	The revised program necessitates new studio(s) with the cost of 50,000 USD, to be set up for use in September 2008. This revision also necessitates hiring new staff (2 faculty members, 2 instructors, 1 assistant) which needs the approval of upper administration. This definitely needs to be consulted with the related Vice Rector.
Curriculum:		
Compliance with the core curriculum policy (The category of courses should be specified properly; 6 SPIKE, 1 History, 1 Turkish, 2 English, 2 Critical Thinking Skills, 1 Computer Literacy, total of 8 courses from Math and social sciences (at least 3 in this category one of wich is Math, the other Physical/Natural Sciences), 2-3 from Arts and Humanities, 2 or 3 from Social/Behavioral Sciences; At least 3 University Electives from these three categories containing 8 courses; More or all of these 8 courses can be left as a University elective course; at least 5 Faculty Core Courses; 12-16 Area Core Courses; at least 4 or more Area Elective Courses; A total of 20 Area Core and Area Elective courses)	√	2 UC-SB courses 4 UX-AH courses 1 UC-M course 2 UE-PN course 4 FC courses 8 AE courses
Coherence and relevance of justifications in general (The departments should explain, in detail, why the Department / School wants to make these changes. The explanation can include, among other things, changes in the department's focus, changes in the field, changes in quality standards, changes in expectations regarding the qualifications of graduates, or weaknesses in the old program that the new program is designed to rectify. Some historical background and a comparative analysis with the programs of some universities will be most appropriate.)	√	The aim is expressed as to give students more opportunities to work on projects which can be put in their portfolio when they graduate.
Appropriateness of course coding (4 letter field code; 3 letter numeric code; no space; no sub discipline based field codes; odd third digits for fall semesters)	√	
Format and length of course titles and descriptions (60 characters; hyphenated use of roman numerals ("-I", "-II" etc.) in sequential courses; limited number of sequential courses; Concise and clear language; 30 character transcript title)	√	
Course contents (Max. 2000 characters; concise and clear language; no overlap with similar courses)	√	
Calculation of the credits of the individual courses and the total credit of the program (Credit = Lec + ½ (lab+tut), the digits after the decimal point of the resultant number is dropped)	√	
Consistency of the use of credits in different sections of the form		
Compliance of the course credit descriptions with policies (mainly 3 credit courses; seminar and professional orientation courses are 1 credit, SPIKE is 0 credit, HIST 200 is 2 credit)	√	The credits of 7 courses have been changed to 6 credits each. These courses appear to be project-natured design courses.

Total credit or student work load appropriateness (Total of 40 3-4 credit courses excluding SPIKE, Turkish and History, 120-145 total credits)	√	125 credits have been increased to 140 credits, which is still within the acceptable range.	
Reasonable distribution of courses among semesters (Five 3-4 credit courses per semester excluding SPIKE, Turkish and History)	√	There is no major change regarding the number of courses (the average is 6; only in the 5th semester there are 4 courses). Regarding the number of credits per semester, there is an increase from 15 to 21 in the 1st and 3rd semesters.	
Reasonable prerequisites and co-requisites (Very limited number of courses should be assigned as "prerequisite" or "co requisite". Prerequisites should be limited to sequential courses if possible)	√	No prerequisites and co-requisites indicated.	
Appropriateness of academic ownership of the courses (The courses should be offered by a department which hosts the field of the course. For example, Math courses by Math department)	√		
Justifiable minimum overlap among similar courses (A course can not be opened in the presence of an existing course with similar content. Vocational school courses are exceptional)	√		

Accreditation:

Compliance with the requirements of YÖK		
Compliance with the requirements of ABET or any other accreditation body if applicable		

Implementation:

Sufficiency of human resources	?	The revised program demands new faculty members, instructors and assistants.
Sufficiency of physical resources	?	New studio required
Justified budget and financing		
Proper initiation semester	√	
Existence of the implementation guide		Some corrections are necessary.

Additional Remarks:

Overall:

☐ Recommend without reservation	☒ Recommend with minor corrections/recomendations indicated above	☐ Not recommended

		Report-Decision No:			
Chairperson Title and Name		Date		Signature	

Part XII. Approval of Senate

Senate Meeting Date		Meeting Number		Decision Number	
Rector Title and Name		Signature		Date	