

FACULTY OF COMMUNICATION

Dean: GÜRGEN, Haluk, Prof. Dr., B.A., M.A., Ph.D., Anadolu University

Associate Dean: SÜHER, Hasan Kemal: Asst. Prof. Dr., B.A., M.A., Ph.D., Anadolu University.

GENERAL INFORMATION: The Faculty of Communication is dedicated to educate new generations of communication professionals and to uphold the standards of academic excellence since its foundation. Its mission is to provide students with the knowledge and mind set to succeed in the area of media convergence by exposing them to the various communication disciplines to gain new insights and skills, to realize new forms of expression and to develop new competencies to shape the future of global media.

The faculty has a further aim of advancing a professional capacity in students to:

- Integrate ethical values and social responsibility into their professional lives
- Keep informed with new interactive and aesthetic technologies and use them efficiently
- Boost creativity through the interaction of theory with practice
- Develop critical awareness and strategic thinking

As one of Turkey's foremost institutions for the study of communication, Faculty of Communication is known for the quality, vitality and innovation of its programs including a "portfolio" education system to encompass career-oriented industrial and professional education. Within the framework of this educational vision, students find abundant opportunities for practical learning and connecting with industry professionals through seminars, panel discussions, workshops in addition to practice driven courses incorporated into the curriculum. In addition, the Faculty supports student activities such as film festivals, competitions, performances and short film productions.

The faculty members are acclaimed for their teaching and scholarship and are among the best in their respective fields in contributing to international academic knowledge through research and scholarly works and activities. Faculty of Communication offers wide ranging opportunities for scholarly and applied research in which academics and students engage in undergraduate, graduate and doctoral level. It enjoys latest technology laboratories, TV studios, computer centers, a radio studio and a news center where the preparation and publication of the university's journal are realized on 2 week basis.

RESEARCH LABORATORIES and FACILITIES:

Production Center: The center is founded with a vision to unite academic experts, sector professionals and students in order to implement joint productions like TV programs, promotion films, green box applications, education programs. The areas of work involve production, editorship, shooting and editing of an ordered project; designing of film and program generics, animation and illustrations; preparation of interactive DVDs. Comprised of 3 different studios and equipped with latest technology, Bahçeşehir University Production Center offers students to experience the production process in detail.

Short Film Studio: The studio provides students with the means to generate documentary and short film projects. Participants from different disciplines who share a common interest and passion for filmmaking prepare individual as well as group works. Through regular technical trainings students improve their practical skills and gain competencies for the professional world.

News Center: The activities of the News Center include news gathering, reporting and writing for the newspaper of Bahçeşehir University. Bahçeşehir News is prepared by journalism students since the foundation of the center in 2006 and is published and distributed on 2 weeks basis within the university and its surrounding area. Through the work conducted in the center, the students find the opportunity to be a part of hands-on journalism training before their entry into the media industry.

CATI Lab (Computer Assisted Telephone Interviewing): CATI Lab is used gathering data through computer assisted telephone interviewing for academic research. The lab is a first in Turkey in terms of its unique software which provides cost effectiveness, time saving, efficiency in the design and implementation of surveys. CATI allows 15 pollsters to work simultaneously and is used to conduct communication, market and consumer related quantitative researches.

Focus Group Lab: Focus Group Lab consists of 2 rooms; one meeting room where the interviews are conducted under the supervision of a moderator and one recording room which allows researchers to gather the data to be analyzed later. Focus group interviews serve to understand the tendencies, opinions, emotions, attitudes and habits of a target group on a selected topic. The lab is used to conduct market and consumer related qualitative researches.

POV Studio: Photography and Video Studio allows students to be familiar with technical equipment used in current photography and to solidify their theoretical knowledge on photography through practice. It is designed as a professional studio and equipped with latest technology and computerized systems. Through MAC based computer facilities, students find the opportunity to strengthen their skills on photographic illustration and to improve their post-production abilities.

Dark Room: Designed to allow 8 students work simultaneously, Dark Room provides students with basic technical knowledge on photograph bath, photographic print materials and techniques and photographic chemicals.

MAC Labs: The Faculty has 2 MAC Labs in the service of students that enable them to learn about basic computer technologies and computer based design disciplines. Equipped with latest iMacs, labs are used for practice driven computer courses as well as interactive and print design projects by Visual Communication Design students and for image processing and editing by Cinema and Television students. Taking the rapidity of changing technology, configurations of each lab are renewed on regular basis.

Multimedia Lab: Multimedia Lab is primarily for multimedia projects where video, image, writing and voice are used simultaneously. The lab provides students with latest technology equipment to realize their works regarding 3D modeling and game design.

Web Design Lab: The laboratory is designed to teach students how to develop interactive and non-interactive projects on the internet.

Animation Studio: The studio is used to introduce students with the basics of animation and animation in cinema. Through the light tables used for drawing animation frames and computers students make, scan and edit animation frames and turn them into their individual animation films.

DEPARTMENT OF ADVERTISING

PROFESSORS

BİR, Ali Atıf (*Chairperson*): B.A., M.A., Anadolu University, M.A., Marquette University, Ph.D., Anadolu University.

ASSISTANT PROFESSORS

SÜHER, Hasan Kemal (*Associate Dean*): B.A., M.A., Ph.D., Anadolu University.
ULUSU, Yeşim: B.A., Ankara University, M.A., Ph.D., Marmara University.

INSTRUCTORS

BİLSEL ENGİN, Hande: B.A., Boğaziçi University, M.A., University of Arkansas, Fayetteville.
KILIÇ, Hakkı Pınar: B.A., Boğaziçi University.

TEACHING ASSISTANTS

ÖZTÜRK, Eda: B.A., Ankara University, M.A., Marmara University.
ŞAHİN, Şafak: B.A., Anadolu University, M.A. Bahçeşehir University.
YÖNET, Önder: B. A., Marmara University, M.A., Marmara University.

ADJUNCT PROFESSORS

BATISLAM, Erol: B.A., Gazi University.
ERTAN, Ali Gökçe: B.A., Istanbul University.
GÜRMAN, Teoman: B.A., Istanbul University.
İLKİZ, Fikret: B.A. Istanbul University.
KARAÇAK, Özgür: B.A. Istanbul University.
OKTAR, Elvan: B.A., Middle East Technical University.
ÖZÇELİK, Yavuz: B.A., Middle East Technical University.
ÖZKAN, Necati: B.A., Ankara University, M.B.A., Middle East Technical University.

GENERAL INFORMATION: The aim of the Advertising Department is to educate successful advertising professionals of the future in the areas of creativity, strategy and research. Department provide students with an integrated marketing vision as well as the ability of critical and strategic thinking that will enable them to be out of the box communication specialists. The focus of the Department is on the exploration of advertising foundations and environment through a comprehensive analysis of the world of advertising. The inter-disciplinary curriculum integrates theory with practice. Within this educational understanding, courses though by our academicians who are among the best in their respective fields are supported by seminars, conferences and workshops by sector professionals. This allows students to bridge the gap between academic research and industry. The department strongly promotes and arranges internship programs that give students the opportunity to experience the dynamics of the professional life in the advertising sector before graduation.

CURRICULUM

FIRST YEAR

First Semester

ADV	1613	Introduction to Marketing	(3-0)3
PRL	1511	Principles of Communication and Media	(3-0)3
SOC	1003	Introduction to Sociology I	(3-0)3
VCD	1023	Introduction to Computer and Information Technology	(3-0)3
ENG	1003	Communication Skills and Academic Reporting I	(2-2)3
GEP	1005	History of Civilization I	(3-0)3

Second Semester

ADV	1614	Marketing Communication	(3-0)3
VCD	1111	Art, Culture and Society	(3-0)3
PSY	1001	Introduction to Psychology I	(3-0)3
ENG	1004	Communication Skills and Academic Reporting II	(2-2)3
GEP	1006	History of Civilization II	(3-0)3

SECOND YEAR

Third Semester

ADV	2613	Introduction to Creative Communication	(3-0)3
ADV	2623	Introduction to Advertising	(3-0)3
POV	2315	Photography	(2-2)3
PSY	2021	Social Psychology I	(3-0)3
ECON	2225	Principles of Economics	(3-0)3
TLL	2021	Turkish Language and Literature I	(2-0)2

Fourth Semester

ADV	2614	Consumer and Customer Behavior	(3-0)3
ADV	3627	Advertising History	(3-0)3
ADV	4623	Brand Management	(3-0)3
PRL	2515	Introduction to Public Relations	(3-0)3
PRL	2522	Communication Theories	(3-0)3
TLL	2022	Turkish Language and Literature II	(2-0)2

THIRD YEAR

Fifth Semester

ADV	3611	Copywriting	(3-0)3
ADV	3621	Layout Design in Advertising	(3-0)3
ADV	3623	Advertising Management and Strategy	(3-0)3
ADV	3625	Media Planning	(3-0)3
HIST	3051	History of Turkish Republic I	(2-0)2
		Departmental Elective	(3-0)3

Sixth Semester

ADV	3616	Persuasion	(3-0)3
ADV	3624	Research in Advertising	(3-0)3
ADV	3626	Advertising Production	(3-0)3
ADV	4626	Advanced Copywriting	(3-0)3
HIST	3052	History of Turkish Republic II	(2-0)2
		Departmental Elective	(3-0)3
		GE Elective	(3-0)3

FOURTH YEAR

Seventh Semester

ADV 4615 Advertising Campaigns I	(4-0)4
ADV 4621 Advertising Analysis	(3-0)3
ADV 4629 Media Ethics	(3-0)3
ADV 4990 Summer Training	Non-Cr
Departmental Elective	(3-0)3
Departmental Elective	(3-0)3
GE Elective	(3-0)3

Eighth Semester

ADV 4614 Advertising Workshop	(2-2)3
ADV 4616 Advertising Campaigns II	(4-0)4
ADV 4634 Media Law	(3-0)3
Departmental Elective	(3-0)3
Departmental Elective	(3-0)3
GE Elective	(3-0)3

LIST OF ELECTIVE COURSES

ADV 2628	Cultural Anthropology	(3-0)3
ADV 2632	Presentation Skills and Public Speech	(3-0)3
ADV 3618	Advertising and Society	(3-0)3
ADV 3628	Advertising Photography	(3-0)3
ADV 3629	Media Sales in Advertising	(3-0)3
ADV 3631	Basics of Web Design in Advertising	(3-0)3
ADV 3632	Media Planning Seminar	(2-2)3
ADV 3633	Cases in Marketing Communication	(3-0)3
ADV 3634	Creativity and Strategy in Today's Marketplace	(3-0)3
ADV 4624	Political Ad Campaigns	(3-0)3
ADV 4625	Marketing Research in Action	(3-0)3
ADV 4627	Corporate Identity Design in Advertising	(3-0)3
ADV 4628	Advertising Law	(3-0)3
ADV 4632	Global Advertising	(3-0)3
	Any elective course from other Faculty Departments	(3-0)3

COURSE DESCRIPTIONS

ADV 1613 Introduction to Marketing **(4-0)4**

(3-0)3

Objective of this course is to familiarize students with different marketing concepts, marketing environment, marketing research, consumer and business markets, segmentation, targeting, positioning, and 4 P's of marketing. This course takes a practical, managerial approach to marketing. With real-life examples, case studies, the students have a comprehensive, innovative, managerial and practical introduction to marketing.

ADV 1614 Marketing Communication

(3-0)3

This course is designed to provide students with an overview of the important issues, concepts and topics in the field of marketing. The objective of the course is to introduce the students with the marketing concepts and theories in order to develop, evaluate and implement marketing management strategies in complex environments. The course includes case studies in marketing real-life examples of marketing problems to give students practice in decision making and to improve their communication skills.

ADV 2613 Introduction to Creative Communication

(3-0)3

The goal of this course is to help you learn to perceive multiple possibilities when

considering an issue rather than being limited to routine responses! The applied focus of this volume targets the synergistic process of developing creative problem-solving strategies and honing communication skills to stimulate higher levels of creativity.

ADV 2623 Introduction to Advertising (3-0)3

The first section of this course is directed towards basic strategic analyses of key advertising approaches within the dynamics of the marketing environment. Students will be encouraged to consider the inter-relationships among various elements in the fast lane of the advertising business.

ADV 2614 Consumer and Customer Behavior (3-0)3

Understanding the relevance of consumer behavior is necessary in an effective marketing communication process. Several external and internal factors such as demographics, culture, social status, perception, learning and lifestyles, which are influential in consumer decision-making process, will be evaluated in the course.

ADV 2628 Cultural Anthropology (3-0)3

This course introduces the key concepts, theories and methods of Cultural Anthropology. Students will learn how ethnography is applied to study modern societies including media as well as more traditional topics such as language and communication, family and marriage, social groups and stratification in different societies. The study of these topics will cover examples from non-Western and Western societies, special attention will be given to Turkey with the aim of enabling students to make their own comparisons and see the relation between anthropology and their own lives.

ADV 2632 Presentation Skills and Public Speech (3-0)3

This course aims to help students to develop their use of Turkish language effectively to improve their communication skills. Research, writing and preparation for a given topic or a person studied. Good reading, good writing and good speech examples will be studied and practiced. Critical methods of conducting interviews will be put into practice. The course also includes ingredients of effective

preparation for and delivery of informative and persuasive interview presentations.

ADV 3611 Copywriting (3-0)3

Advertising Copywriting is a course designed to make you more aware of the advertising process, and to enable you to work with images and words to create powerful advertising messages. The principles of persuasion are applied to product marketing through writing of effective advertising and public relations copy. Use of product and audience analysis to test and refine copy is also implemented.

ADV 3616 Persuasion (3-0)3

In this course, students will be introduced to a number of fundamental issues related to persuasion and public opinion. The process of the formation and shaping of public opinion, particularly through the mass media, will be of particular interest. In order to understand how these theories work in practice, students will be required to examine and analyze a number of case studies from Turkey and abroad.

ADV 3618 Advertising and Society (3-0)3

This course aims to study the impact of advertising on society, culture and economy. Topics will include the relation of advertising to consumption and development of consumer society; economic, legal and ethical issues; an analysis of the construction of discourses about gender and sexuality, children and other social issues; and how stereotypes work in advertising. Thus the course will provide students sufficient understanding of how advertising works in society. Different examples from Turkey will be discussed in order to help students to relate the above issues to their own culture.

ADV 3621 Layout Design in Advertising (3-0)3

This course aims at providing the students with an ability to use the required graphics design programs (Photoshop and Freehand), and a skill to plan and implement all the creative process according to the brief in hand. Another goal of the course is the training of advertisers of the next and the new age, with a skill to use the media of the new age (internet, computer games, and mobile phones), creation of alternative channels and the necessary application techniques.

ADV 3623 Advertising Management and Strategy (3-0)3

This course provides a balanced analysis of advertising strategy, execution and management. The first half focuses on selecting an attractive target for advertising and developing an effective brand position. This section stresses the importance of customer insight as a basis of creating coherence between target and position. Following the approach of the introductory marketing course, students examine in depth how planning is made operational in terms of advertising and other communication devices.

ADV 3624 Research in Advertising (3-0)3

The course explores consumer behavior and describes its relationship to advertising and public relations while delving into the process of purchase decision making and market research. While developing an appreciation of the key characteristic of the main tools of this communications mix, the students will have the chance to work on case studies and apply some of the techniques and approaches mentioned in the class.

ADV 3625 Media Planning (3-0)3

An examination of the organization and business operations of broadcast (radio, television, network affiliate or independent) and non-broadcast media is offered. Learning the ways of choosing the most efficient medium with a lowest budget. In this course, both for-profit and non-profit organizations will be analyzed using a number of analytical methods.

ADV 3626 Advertising Production (3-0)3

Objective of the course is to teach students, how to produce advertisements for newspapers, magazines, TV, radio and internet. How to produce printed materials, billboards and ink-jet prints for indoor and outdoor media. In this course students learn all techniques of advertisement production and they produce their projects at the web studio.

ADV 3627 Advertising History (3-0)3

This course teaches the role of advertising in contemporary society as an economic force and a form of cultural representation, and the social implications of the role of consumerism

in contemporary society. The objectives are to understand the history of advertising in the world and investigate the changing strategies that have been used by advertisers from the 19th century to the 21st.

ADV 3628 Advertising Photography (3-0)3

Students engage in a technical study of photographic illustration in a studio setting. Photo illustration is based on a language whose vocabulary consists of sets, still lives and models; a grammar of cameras, films and lighting systems; and a photographer who creates totally controlled images directed toward fine art, editorial and commercial application.

ADV 3629 Media Sales in Advertising (3-0)3

A theoretical and practical media sales course in which students are instructed in the basic principles of media selling and take part in class projects. The aim of this course is to give an in-depth knowledge of Turkish media industry environment and the media audience research methodologies to the students. In the end of this course students will understand the use of a variety of media audience research methodologies and the use of this research in media planning and buying processes.

ADV 3631 Basics of Web Design in Advertising (3-0)3

This course's aim is to make the students understand the importance of internet and mobile systems. The technical, creative and conceptual processes of the new structure called interactive advertising will be studied during this semester.

ADV 3632 Media Planning Seminar (2-2)3

Media Planning involves using different application software to cope with the dynamic media environment. Students will be able to use the software which are currently used in Turkish media and advertising agencies and produce reports and can evaluate their effectiveness. Pre-planning and post evaluation phases will be supported by several case studies.

ADV 3633 Cases in Marketing Communication (3-0)3

All organizations, large or small, commercial, government, charities, educational and other non-profit organizations need to communicate with a range of stakeholders. There are also consumers, who are free to choose among the many hundreds and thousands of product offerings. Marketing communication provides a core activity so that all interested parties can understand the intention of others and appreciate the value of the goods and services offered. This course's aim is to stimulate the students on the ever-expanding world of the marketing communication and familiarize them with the importance of the relationship marketing and integrated communication.

ADV 3634 Creativity and Strategy in Today's Marketplace (3-0)3

The main purpose of this class is to design and deal with the Advertising Strategy, considering all its components like Creative and Media Strategy, which are the general plots of an advertising campaign. This course is directed towards a basic strategic analysis of the key advertising approaches within the dynamics of the marketing environment. A large section of the course is designed as an interactive seminar global marketing and advertising examples, cases and illustrations that bring global marketing to life.

ADV 4614 Advertising Workshop (2-2)3

This course is a workshop, meeting once each week to implement work load produced in advertising seminars and courses. It is the practical application of theory, practices aimed at designing and selling advertisements. It is also an opportunity for students to practice their faith with in the context of a simulated professional work environment. Studies in advertising appeals and themes for writing and designing retail, wholesale, business and professional advertisements.

ADV 4615 Advertising Campaigns I (4-0)4

This course introduces a series of international advertising campaigns, and encourages students to examine them in detail utilizing established PR and advertising evaluation methods and research techniques. In the second section of the class students (in groups) will prepare a comprehensive campaign.

ADV 4616 Advertising Campaigns II (4-0)4

This course guides senior advertising students to prepare, carry out and implement advertising projects.

Prerequisite: ADV 4615

ADV 4621 Advertising Analysis (3-0)3

Analysis of advertising strategies in national and international mass media. Course examines particular advertisements, case studies and campaigns in advertising with particular attention given to semiotics. By the end of the course the students will both be able to de-articulate and articulate an advertisement on a specific purpose.

ADV 4623 Brand Management (3-0)3

Brand names bear equity and are one of the most prominent and indispensable assets, as important as the mortar and brick in a companies building. Like an investment property, brand equity must be managed. This course focuses on the critical role of the strategy building process by considering and analyzing the amount of value there is in the company's proprietary assets such as its patents, characters and channel relationships.

ADV 4624 Political Ad Campaigns (3-0)3

This course emphasizes teamwork and group effort to create effective political advertising campaigns. Students experience the network of ideas and research necessary to reach the audience targeted by the political candidate. Students assume roles including copywriter, account executive and artist in order to produce creative and marketable ideas.

ADV 4625 Marketing Research in Action (3-0)3

Marketing research is an organized way of developing and providing information for decision-making purposes. This course is a practitioner-oriented introduction to marketing research. The course will cover fundamental aspects of the research process including problem formulation and definition; qualitative research; primary and secondary data collection, analysis, and interpretation; and communication of results. Students will gain hands-on experience by conducting their own research projects and reporting results.

ADV 4626 Advanced Copywriting (3-0)3
Going beyond the basics of ad writing, from concept development, script writing and editing, art direction and nuances of sound, students will gain a practical understanding of the creative side of the ad business and learn to write unique and compelling ads. The class will create ads and explore opportunities within the advertising industry.

ADV 4627 Corporate Identity Design in Advertising (3-0)3
Corporate identity of a company refers to the ethos, aims and values of an organization and how it is perceived by its customers and the rest of the marketplace. In this course we will talk about the companies with successful identities. By discussion and comparison we will try to understand how to create the visual expression of an organization's unique identity. Through the semester we will be working on a corporate identity project where the students will define the values of a company and communicate them by working on the name, logotype, business cards, façade etc.

ADV 4628 Advertising Law (3-0)3
Advertising, and the laws governing it, have become much more complex for communications disseminated by our far-reaching media. This course provides a comparative law study of the advertising and marketing law regulatory framework in Turkey, the EU and the US, as well as the key legal issues, necessary for international commercial lawyers. The course is designed so that students will be able to apply the various codes of practice and legislation to both domestic and international advertising campaigns.

ADV 4629 Media Ethics (3-0)3
The course in general will open a term-length debate on media ethics by focusing on questions such as “what is ethics, how is ethic of media linked to the political and social issues in a given society, why do media need to be ethical, and how can media serve better public through ethical decision-making that would create trust on the part of their audiences?” The first hour of the class will follow a lecturing style of teaching where the instructor introduces the concept and related discussions in the literature. In the second part of the class, students are urged to speak as the whole class focuses on case studies.

ADV 4632 Global Advertising (3-0)3
Major issues in international advertising and advertising directed at different cultures in various countries and cultural minorities within countries are explored through various advertising case studies.

ADV 4634 Media Law (3-0)3
This course will introduce students to the study of legal and ethical issues in the media. Students will develop an understanding and appreciation of these issues and the ability to analyze the important legal and ethical issues involved with the mass media industry.

ADV 4990 Summer Training Non-Cr
The objective of summer training is for the student to get to know different sectors and expertise areas of his profession, to start building up a CV, and to get the kind of work experience that will put him/her ahead of his peers when he/she goes out looking for a job after graduation.

DEPARTMENT OF FILM AND TELEVISION

PROFESSORS

AKBAL, Zeynep Tül: B.A., Istanbul University, M.A., City University of New York, Ph.D., Mimar Sinan University.

ASSISTANT PROFESSORS

ARSLAN, Savaş: B.A., M.A. Bilkent University, Ph.D., Ohio State University.

BÜKER, Erkan: B.A., M.A., Anadolu University, Ph.D., Marmara University.

ÖZKARACALAR, Osman Kaya (*Chairperson*): B.A., M.A., Middle East Technical University, Ph.D., Bilkent University.

INSTRUCTORS

ADAM, Ozan: B.A., Bard College, New York, M.F.A., City College of New York.

AKBEL, Mustafa Can: B.A., Kaiser Wilhems University.

PATTERSON, Patrick Theron: B.F.A., University of Arizona, M.F.A., California Institute of the Arts, Los Angeles.

SIKHARUUDZE, Zurab: B.A., M.A., Şota Rustaveli Theater and Film University.

TAŞKENT, Ayşegül Selenga: B.A., Hacettepe University, M.A. University of Southampton Solent, M.F.A., Buffalo, State University of New York

TEACHING ASSISTANTS

ATIŞ, Biril: B.A., Istanbul University, M.A. Bahçeşehir University.

GÜNEL, Yeliz: B.A., Bahçeşehir University.

GÜRGEN, Deniz: B.A., Ankara University.

ÖZGÜL, Gönül Eda: B.A., Mimar Sinan University, M.A., Bilgi University.

ÖZKAYA, Barış: B.A., Boğaziçi University, M.A., Bahçeşehir University.

ADJUNCT PROFESSORS

ALPTEKİN, Sertuğ: B.A., Anadolu University.

BAKKALBAŞIOĞLU, Şafak: B.A., Ankara University.

EGEMEN, Bora: B.A., Anadolu University.

KOLOĞLU, Oğuz: B.A., Anadolu University.

KONUK, Erhan: B.A., Hacettepe University.

KUTLAR, Tolga: B.A., Anadolu University.

SÖNMEZ, Ahmet: B.A., Anadolu University, M.A., Ph.D. Marmara University.

YEŞİLTEPE, Ahmet: B.A., Anadolu University, M.A., Rutgers University.

ZAIM, Derviş: B.A., Boğaziçi University, M.A., Warwick University.

GENERAL INFORMATION: The aim of Film and Television Department provides a scholarly, creative and professional approach to the study of film and television and seeks to help each student excel in theory and history of cinema while learning the creative and technical aspect of the moving image. The program promotes the study of film and television as art forms with social, political, cultural and economic significance. The curriculum entails theoretical and practical courses in equal weight. Besides courses, students are encouraged to participate in seminars, round-table talks and workshops where sector professionals who are the best in their field share their experience. Department contributes to students' discovery of their powers as an independent artist and communicator through its technological facilities. Students involve in extracurricular activities in TV and video studios, advanced editing rooms and short film studio where they create their own individual projects and take part in school productions. National and international internship programs allow them to experience the dynamics of the cinema and television industry in its multi-dimensionality.

CURRICULUM

FIRST YEAR

First Semester

FTV	1915	Introduction to Film and TV I	(3-0)3
PRL	1511	Principles of Communication and Media	(3-0)3
SOC	1003	Introduction to Sociology I	(3-0)3
VCD	1023	Introduction to Computer and Information Technology	(3-0)3
ENG	1003	Communication Skills and Academic Reporting I	(2-2)3
GEP	1005	History of Civilization I	(3-0)3

Second Semester

FTV	1916	Introduction to Film and TV II	(3-0)3
POV	1115	Photography	(2-2)3
PSY	1001	Introduction to Psychology I	(3-0)3
ENG	1004	Communication Skills and Academic Reporting II	(2-2)3
GEP	1006	History of Civilization II	(3-0)3

SECOND YEAR

Third Semester

FTV	2915	History of Cinema	(3-0)3
FTV	2921	Camera and Lighting	(2-2)3
FTV	2923	Art of Storytelling	(3-0)3
FTV	3931	Digital Editing	(2-2)3
PSY	2021	Social Psychology I	(3-0)3
TLL	2021	Turkish Language and Literature I	(2-0)2

Fourth Semester

FTV	2914	Film Theory	(3-0)3
FTV	2918	Video Production	(2-2)3
FTV	3941	Screenwriting	(2-2)3
VCD	1111	Art, Culture and Society	(3-0)3
PRL	2522	Communication Theories	(3-0)3
TLL	2022	Turkish Language and Literature II	(2-0)2
		GE Elective	(3-0)3

THIRD YEAR

Fifth Semester

FTV	3933	Film Criticism	(3-0)3
FTV	3953	Documentary Film Making	(3-0)3
FTV	4929	Directing I	(3-0)3
FTV	4932	Screenwriting Workshop I	(2-2)3
HIST	3051	History of Turkish Republic I	(2-0)2
		Departmental Elective	(3-0)3

Sixth Semester

FTV	3932	Sound in Television and Cinema	(2-2)3
FTV	3944	TV Programming and Production	(3-0)3
FTV	3946	Media Audiences	(3-0)3
FTV	4930	Directing II	(3-0)3
FTV	4944	Screenwriting Workshop II	(2-2)3
HIST	3052	History of Turkish Republic II	(2-0)2
		Departmental Elective	(3-0)3

FOURTH YEAR

Seventh Semester

FTV	4911	Graduation Project I	(4-0)4
FTV	4923	TV Technology and Culture	(3-0)3
FTV	4990	Summer Training	Non-Cr
ADV	4629	Media Ethics	(3-0)3
		Departmental Elective	(3-0)3
		Departmental Elective	(3-0)3
		GE Elective	(3-0)3

Eighth Semester

FTV	3956	World Cinema	(3-0)3
FTV	4912	Graduation Project II	(4-0)4
ADV	4634	Media Law	(3-0)3
		Departmental Elective	(3-0)3
		Departmental Elective	(3-0)3
		GE Elective	(3-0)3

LIST OF ELECTIVE COURSES

FTV 3926	Advanced Lighting and Camera Techniques	(2-2)3
FTV 3935	Radio Programming	(2-2)3
FTV 3937	Visual Composition in TV	(3-0)3
FTV 3939	Reporting in Electronic Media	(3-0)3
FTV 3948	TV Journalism	(3-0)3
FTV 3951	Short Video Workshop	(2-2)3
FTV 3952	Radio Production	(2-2)3
FTV 3953	Documentary Film Making	(3-0)3
FTV 3954	Advanced Digital Editing	(3-0)3
FTV 3957	Radio Workshop	(2-2)3
FTV 3958	Advanced Screenwriting	(3-0)3
FTV 4901	Turkish Cinema I	(3-0)3
FTV 4902	Turkish Cinema II	(3-0)3
FTV 4904	Acting for Camera	(3-0)3
FTV 4928	Narrative Scene Analysis	(3-0)3
FTV 4931	Film Genres	(3-0)3
FTV 4934	Advanced Sound	(3-0)3
FTV 4936	Producing and Post Production	(2-2)3
FTV 4938	Television Workshop	(2-2)3
	Any elective course from other Faculty Departments	(3-0)3

COURSE DESCRIPTIONS

FTV 1915 Introduction to Film and TV I (4-0)4

(3-0)3

This course is a practical and theoretical introduction to filmmaking. It presents filmmaking technology as a means of making choices and organizing materials. Through lectures, workshops, presentations, screenings, discussion, readings, and above all, through hands-on experience (in-class, as well as, out-of-class), the students will learn the creative capacity of the medium. They will also master a technical vocabulary and some of the most valuable fundamentals of professional production.

FTV 1916 Introduction to Film and TV II (3-0)3

This course will continue where the first semester course left off. Students will continue to gain a simple and broad-based introduction to filmmaking by solving practical problems and making simple projects. By the end of the semester, students will know how to operate digital video cameras, edit, as well as understand how to translate an idea into cinematic terms and execute that idea. Students will be encouraged to use the work they produce in class for submission to festivals.

FTV 2914 Film Theory (3-0)3

This course aims to provide the students with a basic understanding of alternative theoretical frameworks to cinema. It will start with classical approaches and culminate with recent revision trends in the field. The students will be provided with some key texts and be exposed to some films to illustrate the topics.

FTV 2915 History of Cinema (3-0)3

The course focuses on those moments in narrative cinema's development that possess particular relevance from a historical perspective be it aesthetic, social or economic. It will start from the origins of the cinema and will follow all the essential moments of the silent film and crucial movements like the Expressionism in Germany, New Realism in Italy and New Wave in France and other developments. The course will be supported with film examples of each period. Screenings will be followed by analytical discussions.

FTV 2918 Video Production (2-2)3

The course will teach students the basics of narrative video production. We will cover the use of MiniDv cameras and related equipment, as well as cover the basics of narrative cinema language: editing/directing styles, shot planning, blocking of action, etc.

FTV 2921 Camera and Lighting (2-2)3

Do we still need to use lighting as the cameras have been such developed? Why do we need to use lighting? These are the most important topics that will be held through the course. Principles of lighting, organizations of lighting and camera according to production will also be examined. The content will be supported with the practical information.

FTV 2923 Art of Storytelling (3-0)3

This class aims to introduce students to two critical concepts, narrative and genre, that allow us to understand how stories in media are organized, presented, and received. Starting with a history of narrative forms originating in oral narration, we will cover stories not only from literature but also from various contemporary media. Apart from a historical survey of narratives, we will take a look at what a genre is and how genres are differentiated.

FTV 3926 Advanced Camera and Lighting Techniques (2-2)3

In the course we can learn the techniques of television lighting tell you what instrument to use in a particular position and how to adjust it for a desired lighting effect. In most video production situations, available space, time and people are insufficient for you to accomplish motion picture-quality lighting. Such a technique may please the camera and probably the video operator, it does not always fulfill the aesthetic requirements.

FTV 3931 Digital Editing (2-2)3

This one semester course will cover the basics of editing narrative material on the Avid DV Express editing system. In the course we will not only cover all the basic and intermediate issues required to operate the editing system,

but also learn the foundations of editing theory by applying practice.

FTV 3932 Sound in Television and Cinema (2-2)3

This course will introduce students to the basics of the use of sound in cinema, covering aesthetics, concepts, and technical aspects of film sound and music. Students will also learn the basics of digital sound editing, foley, mixing, as well as computer-based music production.

FTV 3933 Film Criticism (3-0)3

This course aims to take the students forward in the evaluation and understanding of films of world cinema. In fact, It's more an analysis of films, and first watching the films, the students will be drawn in a dynamic discussion of them. The program includes film classics as well as cult and marginal films.

FTV 3935 Radio Programming (2-2)3

In this course the general radio broadcasting information will be shared and the details of the radio programming will also be mentioned. Training to be a good radio broad-caster, programmer, presenter, DJ, producer etc. will be given.

FTV 3937 Visual Composition in TV (3-0)3

This course focuses on film production and film directing in relation to use of camera, character placements and settings; alternative methods in film production are also analyzed and used. The aim of the course is to enable students to see and apply fundamentals of visual composition in film; principles and applications in terms of theory and practice.

FTV 3939 Reporting in Electronic Media (3-0)3

This course offers an overview of the challenges presented by reporting for TV and radio. Gathering of news, preparation of stories, the art of writing and story-telling and basic concepts of presentation and production will be covered. Other topics will include ethics, the special challenges of reporting for an international audience and current trends in electronic media reporting both in developed and developing societies.

FTV 3941 Screenwriting (2-2)3

Screenwriting, more than any other form of storytelling, is both artistic and technical. This course will take a close inspection at how screenwriting lends itself to cinema. In doing so, we will examine screenplays that possess literary integrity, analyze the art of adaptation and spend some time on creative writing. Some emphasis will be given to crafting a short film screenplay by the end of the semester.

FTV 3944 TV Programming and Production (3-0)3

The course will survey specifications of strategic programming in different TV channel types, defining programming, programming principles, preparing TV program proposal, programming in Turkish TV stations and competition in programming. Also main characteristics and kinds of TV shows, designing of different kinds of TV shows will be taught in this course.

FTV 3946 Media Audiences (3-0)3

This course will explore the critical relationship between mass media products (i.e. TV programs and films) and consumers (i.e. TV and film viewers). It will trace the development of mass media audience and reception theories, and will investigate how audience research is carried out. While the focus will remain on film and television audiences, we will also look at the social impacts of the music industry.

FTV 3948 TV Journalism (3-0)3

This course includes writing and producing TV news stories and news programs. During the course, in addition to theoretical background, students are expected to produce complete TV news' and programs. Many of these casts are also fed to the Internet for online viewing. Responsibilities include all aspects of TV news: story selection and development, field production, anchoring, reporting, operation of all studio and control room equipment, writing, copy editing, and directing. Deadline realities are emphasized as live broadcasts begin on an exact-time basis.

FTV 3951 Short Video Workshop (2-2)3

This course will focus on Short Film Production and it aims to make the students experience the process of production and the filming session. The course contains the exercising methods of digital cameras, the

theories of basic lighting and shooting. The students will shoot short films within the course.

FTV 3952 Radio Production (2-2)3

In this course the radio editing information will be given and different types of radio programs will be made, for instance the music, the documentary, the interview, the news and etc. Also the roles and responsibilities of the programmer, the editor, the host, the dj, the production director and the others will be discussed.

FTV 3953 Documentary Film Making (3-0)3

This course focuses on the principles of documentary production. Students will be introduced to the theoretical analysis and practical methods of documentary filmmaking. Students will be asked to choose a topic of their interests. They will theoretically and practically explore the pre-production, production and post-production processes and techniques for documentary production. Students are expected to produce a 10-15 min length documentary film by the end of the semester. Throughout the semester, documentary films from all over the world will be screened to strengthen productive skills, research and knowledge.

FTV 3954 Advanced Digital Editing (3-0)3

This course will explore the principles of editing by highlighting its theoretical, practical and creative aspects. The course is an advanced production workshop combining theory and creative hands-on practice. We will look at a different spectrum of works that belong to different genres such as documentary, fiction and experimental filmmaking. We will also analyze some TV commercials to further the understanding of editing principles. Along with the editing theory, students will develop analytical and technical editing skills that will help them structure and tell a story. Throughout the semester students will practice; Rough cuts, fine cuts, match cuts, eye trance, juxtapositions, video & audio transitions, video & audio effects, title cards, interviews, subtitles, sound editing, narration, music mixing, audiotransitions, continuity and discontinuity, story building and story structure

,paper edit, emotional graph, dramatic arc, montage, finished product, etc.

FTV 3956 World Cinema (3-0)3

The course aims provide the students with a familiarity with the major directors, notable film schools and key national cinemas across the globe. Moreover, it strives the enable the students to grasp the various national and international dynamics which shape national cinemas.

FTV 3957 Radio Workshop (2-2)3

The students will be guided in making radio projects utilizing the faculty's radio facilities in this course. The scope of the projects will range depending on each student's inclinations and talents. The end results will be transmitted in the school radio.

FTV 3958 Advanced Screenwriting (3-0)3

This course is a continuation of Screenwriting course. Having mastered and practiced screenwriting basics, the students will be guided into preparing projects to be submitted for competitions and other venues.

FTV 4901 Turkish Cinema I (3-0)3

In this course the films belong to different genres will be screened and the emerging conditions of these genres will be discussed. There will be discussions about Turkish Film directors. How production and distribution conditions determine the authenticity of Turkish Cinema will also be mentioned.

FTV 4902 Turkish Cinema II (3-0)3

In this course the films that belong to different genres will be screened and the emergence conditions of these genres will be discussed. There will be discussions about Turkish Film directors. How production and distribution conditions determine the authenticity of Turkish Cinema will also be mentioned.

FTV 4904 Acting for Camera (3-0)3

In this course, Stanislavski's basic acting trainings will be examined and the techniques for acting for camera will be explained. The techniques learned will be put in practice by the students.

FTV 4911 Graduation Project I (4-0)4

This course will be for the supervision and guidance of the senior year students in FTV as they produce their graduation projects (short films). Individual students will meet with the instructor weekly as they write, plan and realize their projects. At the end of the semester, students will finish the editing of the films and we will have a screenings of the works.

FTV 4912 Graduation Project II (4-0)4

This course will be for the supervision and guidance of the senior year students in FTV as they produce their final graduation projects (short films). Individual students will meet with the instructor weekly as they write and plan their projects, which will be more advanced than their projects from 1st semester. At the end of the semester, students will finish the editing of the films and we will have a screenings of the works.

FTV 4923 TV Technology and Culture (3-0)3

This course will offer an analysis of the televisual medium in terms of its history, form and content. By the end of the semester, students will be able to “read” television both as a cultural text and as a contemporary technological medium.

FTV 4928 Narrative Scene Analysis (3-0)3

This class that will tie together everything the students have learned thus far in practical and theoretical courses related to filmmaking and screenwriting with the goal towards making the students better filmmakers. Every week we will watch a new film and analyze a chosen scene in terms of the shooting, editing, mise-en-scene, decoupage, cinematography, sound and music and their relation to the concept and story of the film. It will be a broad based introduction to many styles of directing, editing, storytelling and acting.

FTV 4929 Directing I (3-0)3

This course is based on how director brings together the production processes such as production design, lighting, editing, use of music. Furthermore, during production process of a film or advertisement film, it discusses how director treats script in terms of storytelling styles, concentrating on the preparation of advanced storytelling styles.

FTV 4930 Directing II (3-0)3

This course is a continuation of the first-semester course “Directing I”. The subjects discussed during the first semester (production design, lighting, editing, use of music) will be put into practice in relation to film and advertisement film. These *test* videos will be edited together in order to create a short film at the end of the semester.

FTV 4931 Film Genres (3-0)3

The course will start with the problems of definition of genre, with special emphasis given to specific iconographies of genres. Then, the course will deal with the issue of genre within the contexts of history, industry, ideology and authorship. Finally, some case studies of various genres (such as melodrama, horror, etc) will be covered. Extensive film screenings will accompany this course.

FTV 4932 Screenwriting Workshop I (2-2)3

This course will deal with the basic writing elements of dramatic storytelling: setting up a dramatic structure, rules of classical drama, creating characters, dealing with conflicts, setting up a plot, methods of scriptwriting, adapting the script to fit the production, testing the logic of flow.

FTV 4934 Advanced Sound (3-0)3

In the course we can learn; Explores controlling and designing sound in television production. The field of sound control and sound design involves highly sophisticated equipment, intricate processes, and trained ears. Sound controls and how to use them? Postproduction and sound aesthetics, familiarizes you with basic information on analog and digital audio postproduction equipment and their primary uses, and major aesthetic factors.

FTV 4936 Production and Postproduction (2-2)3

In this course the items of pre production, production and post production such as location managing, ornament supplying, casting, productional transmission, shooting, editing, dubbing, sound designing, color correction, special effects and preparing the piece ready for broadcasting will be studied. The course will focus on the process of

composing the broadcasted piece from the rough idea.

FTV 4938 Television Workshop (2-2)3

This course is an advanced level television workshop. There will be two main components to the course: theoretical framework and production practice. In the first part, the course will engage with issues surrounding television studies and television production. The second part will focus on and studio production. The overall aim of the course is to provide students with the fundamental knowledge and skills necessary about television theory, aesthetics and production practices.

**FTV 4944 Screenwriting Workshop II
(2-2)3**

This course is a continuation of “Screenwriting Workshop I”. Having mastered and practiced screenwriting basics, the students will be guided into preparing projects to be submitted for competitions and other venues.

FTV 4990 Summer Training Non-Cr

The objective of summer training is for the student to get to know different sectors and expertise areas of his profession, to start building up a CV, and to get the kind of work experience that will put him/her ahead of his peers when he/she goes out looking for a job after graduation.

DEPARTMENT OF JOURNALISM

ASSOCIATE PROFESSORS

SCHROEDER KIRCA, Süheyla: B.A., Istanbul University, M.A., University of Strathclyde, Ph.D., Warwick University.
TEKELİOĞLU, Orhan (*Chairperson*): B.A., Middle East Technical University, M.A., University of Oslo, Ph.D., Middle East Technical University.

ASSISTANT PROFESSORS

HACIŞABANOĞLU, Mehmet Sağnak: B.A., Uludağ University, Ph.D., Istanbul University.
KARAOSMANOĞLU, Nezaket Defne: B.A., Middle East Technical University, M.A., Georgetown University, Ph.D., McGill University.

INSTRUCTORS

ÇELİK KUTLUAY, Burçe: B.A., Anadolu University, M.A., Yeditepe University, Ph.D., McGill University.

TEACHING ASSISTANTS

ÇINAR, Mahmut: B.A., M.A., Anadolu University.

ADJUNCT PROFESSORS

ÇOBANOĞLU, Haluk: B.A., Ege University, M.B.A, Ege University.
ERYILMAZ, Tuğrul: B.A., Ankara University.

GENERAL INFORMATION: Journalism Department is committed to serving journalism through the education of versatile journalists who are capable of creating the synergy between the practical skills of professional journalism and knowledge based on critical thinking, theory and philosophy of communication as a discipline. In line with this mission, the department offers a highly focused curriculum combining the practical and theoretical aspects of contemporary journalism within an international context. In addition to lecture-based courses, students specialize on practice driven photography and computer technologies courses and learn how to gather, to process and to disseminate information while preserving the ethical standards of the profession. Under the supervision of the academic staff, they work in real news situations while preparing the university's newspaper each two weeks and experience the craft of journalism in Bahçeşehir News Center before entering the media industry.

CURRICULUM

FIRST YEAR

First Semester

JOR	1903	Introduction to Journalism	(3-0)3
PRL	1511	Principles of Communication and Media	(3-0)3
SOC	1003	Introduction to Sociology I	(3-0)3
VCD	1023	Introduction to Computer and Information Technology	(3-0)3
ENG	1003	Communication Skills and Academic Reporting I	(2-2)3
GEP	1005	History of Civilization I	(3-0)3

Second Semester

JOR	1002	Economics	(3-0)3
POV	1115	Photography	(2-2)3
PSY	1001	Introduction to Psychology I	(3-0)3
VCD	1026	Computer for Art and Communication	(3-0)3
ENG	1004	Communication Skills and Academic Reporting II	(2-2)3
GEP	1006	History of Civilization II	(3-0)3

SECOND YEAR

Third Semester

JOR	2019	News Gathering and Writing I	(2-2)3
JOR	2023	Desktop Publishing I	(2-2)3
JOR	2025	Photojournalism I	(2-2)3
JOR	2027	Print Journalism	(3-0)3
JOR	2029	Introduction to Political Science	(3-0)3
TLL	2021	Turkish Language and Literature I	(2-0)2

Fourth Semester

JOR	2022	Turkish Legal System	(3-0)3
JOR	2024	Photojournalism II	(2-2)3
JOR	2026	Broadcast Journalism	(3-0)3
JOR	2128	News Gathering and Writing II	(2-2)3
JOR	2134	Desktop Publishing II	(2-2)3
TLL	2022	Turkish Language and Literature II	(2-0)2

THIRD YEAR

Fifth Semester

JOR	3021	Multimedia (Online) Journalism	(3-0)3
JOR	3025	News Editing I	(2-2)3
JOR	3029	Interview Journalism	(3-0)3
JOR	3031	Theories of Mass Communication	(3-0)3
JOR	3033	Creative Writing	(3-0)3
HIST	3051	History of Turkish Republic I	(2-0)2
		Departmental Elective	(3-0)3

Sixth Semester

JOR	3026	News Editing II	(2-2)3
JOR	3032	Sociology of Mass Communication	(3-0)3
JOR	3040	Investigative Journalism	(3-0)3
VCD	1111	Art, Culture and Society	(3-0)3
HIST	3052	History of Turkish Republic II	(2-0)2
		Departmental Elective	(3-0)3
		GE Elective	(3-0)3

FOURTH YEAR

Seventh Semester

JOR 4311	Graduation Project I	(4-0)4
JOR 4990	Summer Training	Non-Cr
ADV 4629	Media Ethics	(3-0)3
	Departmental Elective	(3-0)3
	Departmental Elective	(3-0)3
	GE Elective	(3-0)3

Eighth Semester

JOR 4312	Graduation Project II	(4-0)4
ADV 4634	Media Law	(3-0)3
	Departmental Elective	(3-0)3
	Departmental Elective	(3-0)3
	GE Elective	(3-0)3

LIST OF ELECTIVE COURSES

JOR 3221	Research Methods	(3-0)3
JOR 3222	Art and Culture Journalism	(3-0)3
JOR 3223	Editorial Layout	(3-0)3
JOR 3224	Financial Journalism	(3-0)3
JOR 3225	Documentary	(3-0)3
JOR 3226	Sports Journalism	(3-0)3
JOR 4221	Civic Journalism	(3-0)3
JOR 4222	Opinion Writing	(3-0)3
JOR 4223	Feature Writing	(3-0)3
JOR 4224	Magazine Editing & Publishing	(3-0)3
JOR 4225	History of Press	(3-0)3
JOR 4226	International Journalism	(3-0)3
JOR 4227	Media Regulation Bodies	(3-0)3
JOR 4228	Case Studies in News	(3-0)3
JOR 4229	Public Relations for Journalism	(3-0)3
JOR 4230	Documentary and Corporate Video	(3-0)3
JOR 4231	Critical Approaches to Media	(3-0)3
	Any elective course from other Faculty Departments	(3-0)3

COURSE DESCRIPTIONS

JOR 1002 Economics (3-0)3

Main principles of economics, market forces of supply and demand, elasticity, consumers, producers and efficiency of markets, costs of production and market structures, national income accounting, inflation, production, growth and unemployment, saving, investments and the financial system, the definition and the role of money.

JOR 1903 Introduction to Journalism (3-0)3

The aim of this course is to give students essential techniques and background knowledge about the print media. From hard news to features, students will learn how to develop news judgment, how to write accurately and fairly, how to organize a story and write it clearly.

JOR 2019 News Gathering and Writing I (2-2)3

Aiming to train students in the fundamentals of gathering information and presenting it as journalism, this course offers students the opportunity to learn and practice basic news gathering and writing in conditions intended to a newsroom. It provides training in news gathering, writing and editing and introduces students to a culture of journalism that stresses accuracy and ethics. The course develops skills in headline writing, layout, and newspaper production with experience on student newspaper or area print publications. Field trips and careers are explored.

JOR 2022 Turkish Legal System (3-0)3

This is an introductory course in which basic concepts and general principles of law and the preliminary issues in Turkish Legal system are studied in order to provide an introduction to the legal concepts and institutions and to build a sound basis for the other courses dealing with legal studies. This course discusses some of the fields of Turkish positive law administered by Turkish courts and other agencies. The course will also cover the basic institutions, principles and rules of Turkish law and the Turkish legal system.

JOR 2023 Desktop Publishing I (2-2)3

This course aims to introduce to the realm of contemporary publishing methods and technology specified under the title of desktop publishing. Students would build a sound understanding of what the role of computer is in print design production. In addition to theoretical knowledge and terminology, practical projects will help students to figure out the production and their position in contemporary design world. Along with the practical knowledge and skills, the student is expected to gain a culture of digital print production through the recent developments in computer aided design technology. A good understanding of desktop publishing design will help student to distinguish within the production line in most of the companies. During the course, students will also be introduced to print news media design process and gain the basic concepts of newspaper and magazine design.

JOR 2024 Photojournalism II (2-2)3

As a continuation of 'Photography for Journalism I', this course provides students with experience in print or online newspaper and magazine assignments. In this course students learn how to photograph news stories, people and major current events in natural lighting conditions. Organization, printing techniques, and layout are also covered. It is aimed to develop photographic skills on specific areas of photojournalism including sports, general news, travel, documentary and picture editing.

JOR 2025 Photojournalism I (2-2)3

This course aims to introduce students with the medium of photography. The short history of photography: Cameras; 35 mm, medium and large format cameras; lenses; standard, wide angle, narrow angle and zoom lenses; exposure control mechanisms; aperture, shutter; stop motion; depth of field; film types; light: light measuring; exposure modes, filters and asset accessories; image design; developing and printing black and white films.

JOR 2026 Broadcast Journalism (3-0)3

This course introduces the students to the basic tools, techniques and vocabulary of broadcast journalism. The focus is on the skill of producing news stories for television and radio using different techniques as well as broadcast news history, criticism, writing, research and reporting. Ethical issues will also be reviewed and analyzed. Students will examine, analyze and critique the development of broadcast news productions including documentary length projects and segments produced for distribution across convergent technologies. In this course students will study the essentials of broadcast journalism practicing the processes through which news is gathered and prepared for reporting for broadcast.

JOR 2027 Print Journalism (3-0)3

This course will cover the basics of traditional newspaper and magazine journalism. Students will get practice in writing in the kind of feature approach favored by print newspapers and magazines for longer articles. Students are expected to write articles both as quick in-class exercises and as homework assignments that require interviews. The course includes demonstrations, lectures and discussions on print as a news medium. Students will study

production of both features and daily news stories in traditional print format.

JOR 2029 Introduction to Political Science (3-0)3

General knowledge of the nature of the state; theories of the source of the state; political systems and forms of governments, political parties; pressures groups and public opinion; political institutions and political philosophies.

JOR 2128 News Gathering and Writing II (2-2)3

This course is a continuation of 'News Gathering and Writing I'. Additionally to basic news gathering and writing skills this course aims to train students in advanced news gathering and writing techniques. Students are encouraged to intensify on more serious news stories and report in a more complex way. The course also includes basics of investigative and interview journalism since the students are expected to produce interviews and comprehensive investigative news'.

JOR 2134 Desktop Publishing II (2-2)3

Being acquainted with the basic concepts of desktop publishing and periodical publication designing, and practicing the digital equipments used for this process students will gain theoretic information on news media design in this continuation course. Students will also bring this theoretic information into life designing periodical news media elements such as newspaper, magazine and book pages. During the session professionals will participate the courses, design workshops and share their experiences with students in order to help them establish the links between the education they received and the professional world.

JOR 3021 Multimedia (Online) Journalism (3-0)3

The literature exploring multimedia is expanding rapidly but it is clear that it means many different things to different people. Research into what multimedia in news work means for journalism and journalists is proliferating. In this course the social and cultural context of multimedia in journalism, its meaning for contemporary newsrooms and media organizations, and its current (emerging) practices in Europe and the United States are analyzed. The goal: to answer the question in

what ways "multimedia" impacts upon the practice and self-perception of journalists, and how this process in turn shapes and influences the emergence of a professional identity of multimedia journalism. Review of on-line reporting techniques, advanced multimedia skills, and current issues in new media.

JOR 3025 News Editing I (2-2)3

In this course, students focus on the fundamental elements of writing, style and copy editing which form the basis of all journalism. In order to develop basic skills for preparing copy for publication, students identify and fix common spelling, grammar and syntax errors in their own and colleagues' writing and communicate the needed changes in a clear and positive manner using standard editing symbols. An understanding of news values aids in the selection and ranking of stories for front and inside pages.

JOR 3026 News Editing II (2-2)3

As a continuation of News Editing I, this course covers the skills of editing and rewriting copy for the mass media including new media, with emphasis on the daily newspaper. The course also includes other fundamentals of editorial process such as news judgment, headlines and makeup as well as ethical problems. In addition to editing news the course provides an introduction to theories of design and graphics. Newspaper design principles, headline and cut-line writing, and knowledge of the readability and legibility of typographic and design elements help students create complete newspaper pages.

JOR 3029 Interview Journalism (3-0)3

This course suggests a contextual introduction to the journalistic interview. It covers the processes of preparation and realization of any interview, on print or in audiovisual format and provides knowledge about methodical, strategic, contextual and argumentative nature of the interview. The aim of the course is to enable students to understand and solve satisfactorily the elaboration process of an interview –current, topic or character based, on print or audiovisual means, that is to say: learn to ask. During the course students will gain practical interviews experiences. At the same time students will have to be able to analyze and evaluate, beyond the impression or unfounded comment, that is, any type of

interview, to be able to see the adequacy and efficiency of each question and the strategy in order to identify and understand the mistakes and skills of the interviewer.

JOR 3031 Theories of Mass Communication (3-0)3

The purpose of this course is to trace the evolution and structure of the major social scientific theories of mass communication. A variety of areas of theory and research will be surveyed including: the evolution of mass communication thought; models of mass communication, theories of media effects, theories of intended social change, audience-based approaches, effects of sexual and violent media content, social construction of reality, media and politics and public opinion, news and public knowledge, global communication theories, and social impact of new communication technologies.

JOR 3032 Sociology of Mass Communication (3-0)3

The course introduces to the main concepts of mass communication, both those recognized classical for this discipline and recent ones. The evolution of ideas about characteristics, functions, and constituent elements of mass communication, as well as the power of its influence on society are discussed. In particular, theories on the impact of mass communication on social movements and on sectors of the social structure are described. During the course period, the review of sociological theories of mass communication - theories of popular culture, diffusion of innovation, social changes, and population dynamics - are made for analysis of news production and organization of media work. The course offers examples of mass communication messages, provides an interpretation of their constituent symbols, this activity seeking to demonstrate how mass communication should be organized to be effective.

JOR 3033 Creative Writing (3-0)3

In this introductory course it is intended students to develop their writing skills. In this course students explore the art and craft of creative writing including poetry, short story, essay, memoir, drama and other narrative forms. It is aimed to develop observation, interpretation, and expression skills. The

Creative Writing course focuses on a study of various forms and genres of prose and poetry apart from, though not excluding, expository and persuasive essays. Literary works will serve as models through analysis, application, and imitation. Composition exercises will reflect an understanding of studied forms and an application of creative techniques.

JOR 3040 Investigative Journalism (3-0)3

This course introduces students to a particular style of reporting which probes deeper than most daily journalism. The subject is designed first, to demonstrate a variety of practical research techniques, especially the use of public records; second, to show the distinctiveness of investigative reporting; and third and most importantly, to give students a chance to practice the skills and approaches of investigative journalism through developing stories of their own. This course offers students the opportunity to develop skills on recognizing what distinguishes investigative journalism from other journalism, developing their own ideas for investigative projects, finding and interviewing a wide range of sources, employing a range of investigative research techniques, developing appropriate narrative and presentation techniques necessary to produce compelling in depth journalism and demonstrating an understanding of the role of investigative journalism in a democratic society and an appreciation of its practical link to the concept of the 'public right to know.'

JOR 3221 Research Methods (3-0)3

This course provides an introduction to various theories and methods of social science research. Students discuss the importance of research, explore different types of social research methodologies and techniques as well as go through the process of creating an actual research design or proposal. The course will help sharpen students' ability to evaluate and critique research, to think logically and critically, to express their own ideas and implement many of the concepts we will explore in class. Additionally students will practice many of the skills they are introduced to as a means of understanding and experiencing the processes involved in conducting research.

JOR 3222 Art and Culture Journalism (3-0)3

In this course, students are expected to gain the basics of writing on cultural and art events. The main purpose of the course is to provide knowledge on cultural correspondence, its examples in the prestigious media organizations in the world, specific writing and telling techniques and cultural environment in Turkey.

JOR 3223 Editorial Layout (3-0)3

This course aims to train students on advanced newspaper typography, layout, and editing. Due to requirements of print media, students are aimed to gain the skills of both news editing and page design together. The course provides the basic information about graphics techniques and production processes; planning content and format of newspapers; copydesk management as well as the opportunity of practicing editing and designing.

JOR 3224 Financial Journalism (3-0)3

This is a course designed to give students practical skills and an in-depth understanding of economic, business and financial issues at the global, national and local levels. This will be accomplished through classroom lectures and discussion, extensive individual study, case study assignments and projects. The outcomes of the course are to demonstrate an in-depth understanding of macroeconomics, business and financial concepts, and their application to everyday life; to provide an awareness of the pragmatic aspects of economics, business and financial reporting; and an insight into the operations of an economics news-desk. The course is designed to meet other objectives, e.g., economics writing techniques, new media issues and statistics.

JOR 3225 Documentary (3-0)3

This course examines how the documentary works in different media such as newspaper, radio, print, film, photography, graphic arts, and the web. Students are wanted to look at the documentary as a form of storytelling and consider the technological developments that contributed to changes in documentary representation. By focusing on the documentary in different forms of media, this course offers a comparative perspective that will lead to a greater understanding of the

genre as well as of communications media. The course provides the basic information on information gathering, planning and presenting.

JOR 3226 Sports Journalism (3-0)3

This is an advanced course in reporting and writing on sports journalism for the print, broadcast and Internet media. Topics of study include coverage of sports events, interviews, profiles, columns, investigative stories, and analysis and commentaries. The course has two primary objectives: Providing a basic writing foundation for students interested in sports journalism and an examination of the role of sports in our society. With regards to the first, students cover five basic areas of sports writing—feature writing, pre-event (advance) coverage, game/event writing, column writing and “take-out” writing, the latter being an in-depth and therefore more lengthy look at a sports subject or personality.

JOR 4221 Civic Journalism (3-0)3

This course is based on a new concept of journalism and politics: civic journalism. The main purpose of the course is to introduce the basic characteristics of civic journalism such as democracy, polyphony, pluralism, peace journalism, media interactivity, audience/reader as participator etc. The fundamental method is the media analysis and the course offers a perspective to develop a critical approach and sight on media in terms of democracy. New media and promises of Internet for the participatory journalism are also discussed during the course.

JOR 4222 Opinion Writing (3-0)3

This course is a theoretical and practical study of the editorial and column in the news media. It emphasizes analysis of current public issues and writing about those issues. The key point is the critical thinking and writing about current problems and techniques for understanding, analyzing, and reporting on complex events and issues. Students will be introduced the opinion functions of the mass media –print and broadcast and will write editorials, columns, critical reviews, and news analysis pieces and will study current public issues.

JOR 4223 Feature Writing (3-0)3

This course aims to help to participants to look beyond the obvious, identify, develop and write about the numerous stories unfolding around them daily. The course includes identifying topics; exploring various forms of feature writing; gathering information; writing clear, catchy and concise copy; and pitching stories to editors. These are done through lecture, discussions, assignment, critique and analysis. 'Feature Writing' helps students learn the effective use of dialogue, development of narrative techniques, including vivid description and detail, and comparison and contrast in developing the feature story. The purposes of the course are developing specific skills, competencies, and points of view needed by professionals for newspaper and magazine feature stories, developing creative capacities in writing feature stories by encouraging original ideas and design, developing the students' skills in expressing themselves and their ideas through writing and learning how to find and use resources for answering questions or solving problems related to the reporting, writing and design of the feature story.

JOR 4224 Magazine Editing and Publishing (3-0)3

Advanced magazine design and layout; critical analysis of the magazine in society. Classroom instruction and individual coaching in the reporting and editing of articles for the student-produced weekly campus magazine. Students in the course develop the magazine's content, write department and articles for the magazine, and work with artists, photographers and the magazine's student editor. Students receive individual coaching and written feedback on their work from the course instructor.

JOR 4225 History of Press (3-0)3

This course covers the history of press in the world and specifically in Turkey. During the course students will be introduced the first steps taken in order to communicate with other people, the first written records, the pioneers of newspapers: information letters, first periodical publishing, invention of the printing technology, the first newspapers in Ottoman Empire, press during the 1st World War and War of Independence, press movements in Turkey and press in modern Turkey etc.

JOR 4226 International Journalism (3-0)3

A survey of how foreign coverage helps Turkish citizens better understand their nation's culture, economy and role as a world leader. Examines political influences on foreign coverage, media technology and the emerging influence of the Internet. The focus of the class may vary geographically from one semester to another with the semester timetable listing the part of the world to be covered.

JOR 4227 Media Regulation Bodies (3-0)3

This course will cover advanced topics in media regulation bodies and control mechanisms in Turkey. In order to introduce students the self-control in journalism profession and the basic principles that are the subject of a professional consensus, the major journalism associations and their ethic codes for the profession will be taken into consideration.

JOR 4228 Case Studies in News Editing (3-0)3

An advanced course in editing print and new media. Working with actual manuscripts as case studies, students practice "micro" editing skills of grammar, punctuation and refined word usage while addressing issues at the "macro" editorial level, including crafting content according to specific audiences, angles and messages. Students study tools with which they can turn raw copy into publishable content that works within the larger context of editorial philosophies and communication needs. Students compare editorial decisions with published versions to enhance the learning process. Editorial duties such as direction of writers and management of copy processes in the non-news environment also are practiced.

JOR 4229 Public Relations for Journalism (3-0)3

This course aims at introducing students to the basic concepts of the Public Relations, in theory as well as in practice. Research, planning, campaign communication and evaluation phases of public relations will all be examined, with a special emphasis on the relationship between journalism and public relations. Also, different kinds of PR practices will be discussed using case examples.

JOR 4230 Documentary and Corporate Video (3-0)3

The study of the field and functions of non-broadcast television: the use of video by business, educational, medical, governmental and non-profit organizations. Students plan and produce typical video materials, such as training tapes, employee orientations, community relations, new product demonstrations and self-paced instructional programs, designed for both internal and external audiences.

JOR 4231 Critical Approaches to Media (3-0)3

In this graduate seminar students will examine the range of approaches and associated research tools used to address critical questions about the role of media institutions in public life. At their core, critical approaches to media research are concerned with questions of power, justice, and equity. During the course the sociology of mass media will be taken into consideration in terms of media critique. Frankfurt School, mass culture approach, structuralism and semiotics, Cultural Studies School, Postmodern and Post-structural approaches, critical political economy are the critical approaches that will be introduced in this course.

JOR 4311 Graduation Project I (4-0)4

This course will be for the supervision and guidance of the senior year students in JOR as they produce their final graduation projects (photography projects or short films). Individual students will meet with the instructor weekly as they write and plan their projects. At the end of the semester, students will be prepared to shoot their projects.

JOR 4312 Graduation Project II (4-0)4

This course will be for the supervision and guidance of the senior year students in JOR as they produce their final graduation projects (digital newspaper projects or online projects). Individual students will meet with the instructor weekly as they write and plan their projects. At the end of the semester, students will finish the project and there will be a screening/exhibition of the works.

Prerequisite: JOR 4311

JOR 4990 Summer Training Non-Cr

The objective of summer training is for the student to get to know different sectors and expertise areas of his profession, to start building up a CV, and to get the kind of work experience that will put him/her ahead of his peers when he/she goes out looking for a job after graduation.

DEPARTMENT OF PHOTOGRAPHY AND VIDEO

PROFESSORS

KALFAGİL, Sabit: B.A., M.A., Istanbul Technical University, Ph.D., Mimar Sinan University.

ASSOCIATE PROFESSORS

ARICAN, Melih Zafer (*Chairperson*): B.A., Anadolu University, M.A., Academy of Art College, Ph.D., Anadolu University.

JOHNSON KEIR, Lewis: B.A., University of Cambridge, M.A., Ph.D., University of Sussex.

INSTRUCTORS

ERLEVENT, Cenk: B.A., Anadolu University, M.A., Tufts University.

ADJUNCT PROFESSORS

AKOĞUL, Merih: B.A., Mimar Sinan University, M.A., Marmara University.

GENÇTEN, Veysel: B.A., Muğla University.

İKİZLER, Emre: B.A., Istanbul Technical University, M.A., Marmara University.

SUYOLCU, Erdem: B.A., Anadolu University.

GENERAL INFORMATION: The aim of Photography and Video Department is to help students to cultivate a self-expressed sensibility, a signature style and a unique visual voice that will enable them to become successful photographers and professional artists. The program offers a wide range of opportunities to develop solid mastery over the technical and conceptual aspects of photography as an art form and as a medium of communication. The multi-faceted curriculum includes courses ranging from history to aesthetic, from basic photography techniques to digital communication design and gives students the opportunity to develop the conceptual and critical ability to realize their ideas. Through photography studio equipped with latest technology and dark room, students put their theoretical know-how into practice and create their own personal portfolio.

CURRICULUM

FIRST YEAR

First Semester

POV	1111	Basic Visual Design	(3-0)3
POV	1115	Photography	(2-2)3
SOC	1003	Introduction to Sociology I	(3-0)3
VCD	1023	Introduction to Computer and Information Technology	(3-0)3
PRL	1511	Principles of Communication and Media	(3-0)3
ENG	1003	Communication Skills and Academic Reporting I	(2-2)3

Second Semester

POV	1312	Aesthetics	(3-0)3
POV	1512	Basics of Video and TV Techniques	(3-0)3
POV	1514	Applied Photography Techniques	(3-0)3
PSY	1001	Introduction to Psychology I	(3-0)3
VCD	1026	Computer for Art and Communication	(3-0)3
ENG	1004	Communication Skills and Academic Reporting II	(2-2)3

SECOND YEAR

Third Semester

POV	2111	Studio and Lighting I	(2-2)3
POV	2113	History of Art I	(3-0)3
POV	2511	Digital Image Processing	(2-2)3
POV	2513	Editorial Photography	(3-0)3
POV	2515	Creative Thinking and Visualization	(3-0)3
TLL	2021	Turkish Language and Literature I	(2-0)2
GEP	1005	History of Civilization I	(3-0)3

Fourth Semester

POV	2112	Studio and Lighting II	(2-2)3
POV	2114	History of Art II	(3-0)3
POV	2314	Advertising Basics	(3-0)3
POV	2512	Digital Video Editing	(2-2)3
POV	2516	Graphic Design	(2-2)3
TLL	2022	Turkish Language and Literature II	(2-0)2
GEP	1006	History of Civilization II	(3-0)3

THIRD YEAR

Fifth Semester

POV	3111	Cinematographic Narration	(3-0)3
POV	3113	Advertising Photography I	(3-0)3
POV	3116	Multimedia Applications	(2-2)3
POV	3313	History of Photography, Film and Video	(3-0)3
HIST	3051	History of Turkish Republic I	(2-0)2
		Departmental Elective	(3-0)3

Sixth Semester

POV	3112	Visual Documentary	(3-0)3
POV	3114	Advertising Photography II	(3-0)3
HIST	3052	History of Turkish Republic II	(2-0)2
		Departmental Elective	(3-0)3
		Departmental Elective	(3-0)3
		GE Elective	(3-0)3

FOURTH YEAR

Seventh Semester

POV 4111	Graduation Project I	(4-0)4
POV 4990	Summer Training	Non-Cr
ADV 4629	Media Ethics	(3-0)3
	Departmental Elective	(3-0)3
	Departmental Elective	(3-0)3
	GE Elective	(3-0)3

Eighth Semester

POV 4112	Graduation Project II	(4-0)4
ADV 4634	Media Law	(3-0)3
	Departmental Elective	(3-0)3
	Departmental Elective	(3-0)3
	GE Elective	(3-0)3

LIST OF ELECTIVE COURSES

POV 3331	Composition in Visual Arts	(3-0)3
POV 3332	Large Format Photography	(3-0)3
POV 3333	Icons and Symbols	(3-0)3
POV 3334	Black and White Darkroom	(2-2)3
POV 3336	Advanced Editing and Post Production	(3-0)3
POV 3338	Advanced Digital Photography	(2-2)3
POV 3340	Photojournalism	(3-0)3
POV 4325	Photography and Mixed Media	(3-0)3
POV 4331	Portfolio Development and Self-Promotions	(3-0)3
POV 4332	The Spiritual and Mystical Image	(3-0)3
POV 4333	Advanced Black and White Darkroom	(3-0)3
POV 4334	Fashion Photography	(3-0)3
POV 4335	Portraiture	(3-0)3
POV 4336	Fine Art Photography	(3-0)3
POV 4337	Picture Theory	(3-0)3
POV 4338	Music Video Workshop	(3-0)3
POV 4339	Location Lighting	(3-0)3
POV 4340	Criticizing Images	(3-0)3
POV 4341	Nature Photography	(3-0)3
POV 4342	Alternative Printing Processes	(3-0)3
POV 4343	Photography Workshop	(2-2)3
POV 4344	Digital Video Workshop	(3-0)3
	Any elective course from other Faculty Departments	(3-0)3

COURSE DESCRIPTIONS

POV 1111 Basic Visual Design (3-0)3
 An introduction to the principles of two-dimensional image making with an emphasis on visual communication. Traditional and digital production techniques are covered. Students will learn about the form and function of graphic design various principles of perception and Gestalt theory, and how they relate to graphic design.

POV 1115 Photography (2-2)3
 How does one “write with light”? This course aims to introduce students to control and change an image through photographic techniques. Advanced camera controls and darkroom techniques by looking at light, lens, filter, film, developing and printing will be held during the course. Students will practice these techniques and produce a set of

photographs in the form of a portfolio throughout the semester.

POV 1312 Aesthetics (3-0)3

This course will cover aesthetics as a concept. Daily use of aesthetic concept, concept of beauty in art, and the change of beauty concept in time will be covered in this course. The concept of ugliness in art, aesthetics as an element of artwork, aesthetic criteria, ancient philosophy and aesthetics, renaissance and elements of aesthetics, contemporary times, aesthetics and functions will be discussed throughout the semester.

POV 1512 Basics of Video and TV Techniques (3-0)3

In this class students will grasp the basic elements of video and filmmaking techniques, technologies, aesthetics and the history of television and film production and post-production. This class focuses more on technical issues than theoretical issues.

POV 1514 Applied Photography Techniques (3-0)3

This course explores photographic language and also gives chance to apply numerous photographic techniques through the semester projects. This course also explores intermediate techniques of exposure, development and printing of small- and medium-format black-and-white film and print materials, with special emphasis on tonal control through the creative applications. Emphasis is placed on aspects of design, composition, perception and content in black-and-white photographs.

POV 2111 Studio and Lighting I (2-2)3

Fundamentals of lighting and composition are stressed at this level of instruction with an emphasis on studio work. Studio assignments are designed to introduce the student to the use and control of lighting in typical studio assignments.

POV 2112 Studio and Lighting II (2-2)3

This course will introduce students to the professional use of the studio, studio lighting, and studio production techniques. Emphasis will be on mastering electronic and tungsten lighting for portraiture, product photography and still life. Color and black & white materials and digital techniques will be used.

POV 2113 History of Art I (3-0)3

A study of ancient and medieval architecture, painting, and sculpture with examination of the cultural context in which the great art of Egypt, Greece, Rome, and the masters from the Renaissance through 1940.

POV 2114 History of Art II (3-0)3

An analysis of the artistic directions from 1945 to the present. This course especially has an emphasis on the popular modern art movements like Art Nouveau, Art Deco, Surrealism, Pop Art, Abstract Art, Op Art and so on.

POV 2314 Advertising Basics (3-0)3

The main objective in this course is to define advertising and introduce the profession. Students will learn the fundamental role of advertising in the communication process; how it works as an element of the marketing process, the basic terminology used; the functions and effects of advertising in business; the influence of economics on the evolution of advertising; and advertising's overall impact on the society in which it operates.

POV 2315 Photography (2-2)3

How does one "write with light"? This course aims to introduce students to control and change an image through photographic techniques. Advanced camera controls and darkroom techniques by looking at light, lens, filter, film, developing and printing will be held during the course. Students will practice these techniques and produce a set of photographs in the form of a portfolio throughout the semester.

POV 2511 Digital Image Processing (2-2)3

This course is a hands-on introduction to digital image media. Basic digital tools and vocabulary will be discussed with the emphasis on a photographer's use of digital media. Beginning with scanning and input options, students will have the opportunity to learn to use software to enhance, correct, and manipulate images. Output options will be explored with emphasis on recent developments in digital print technology.

POV 2512 Digital Video Editing (2-2)3
Introduces to digital non-linear video editing. Students will capture, compress, edit, and manipulate video images using a personal computer. Assembly techniques including media management, editing tools, titles, and motion control; transitions and filters, and special effects are explored.

POV 2513 Editorial Photography (3-0)3
Intensive development of skills and concepts in the production of photographs for editorial and illustrative contexts. Designed to emulate professional world conditions. Course emphasizes problem solving techniques, the working process and the refinement of photographic style.

POV 2515 Creative Thinking and Visualization (3-0)3
This course is geared to help participants make creativity part of their everyday life by breaking down creative barriers in their work environments, and establishing new norms that wake up their creativity. It reveals brainstorming processes that help work groups open the floodgates for new ideas. Other than creativity, this course will explore the term visualization as a concept of seeing. Further the concept of “seeing” and the barriers to seeing clearly will be covered. The requirement of any image-maker to be alert and attentive to the environment around them – social, economic, political and cultural, as well as physical – will be woven throughout the course.

POV 2516 Graphic Design (2-2)3
Introduction to basic visual communications in the field of graphic design. Lectures will cover graphic design topics and information ranging from typographic terminology and design principles to methods of visual organization. Through formal studies and perceptual understanding, including aesthetics, graphic form and structure, concept development and visual organization, students will design solutions to communication problems.

POV 3111 Cinematographic Narration (3-0)3
This course aims to introduce two important parts of narrative, content and form. This portion of the course will provide students with

the necessary terminology to analyze films, and will also fortify their analytical skills.

POV 3112 Visual Documentary (3-0)3
This course, used film and photography to look at the problems inherent in visual documentation of cultural materials. Students considered issues of objectivity, interpretation, political agendas, mass communication, marketing, art worlds, and the commodification of just about everything. With the camera eye as the tool at the center, the course examined approaches to photography and documentary film as well as the history of documentary. Issues of technology and techniques were considered along with aesthetics, editing, sequencing, composition, and the expressiveness of light and atmosphere as they affect content in documentary work.

POV 3113 Advertising Photography I (3-0)3
Photography of “people” in the advertising and editorial arena is emphasized. Specific subjects covered are fashion, people in advertising, and editorial portraiture with studio location assignments. The importance of design in creating effective imagery is given special attention.

POV 3114 Advertising Photography II (3-0)3
Students are taught how to approach, identify and solve creative photographic problems for consumer advertising. Emphasis is given to research, preproduction and the professional execution of photographs that meet the highest industry standards. Guest lecturers and discussions with professionals are planned as part of the course.

POV 3116 Multimedia Applications (2-2)3
This course is an introduction to the study and creation of multimedia, using various software programs. Creative potential of combining digital media and technology with the expressive powers of traditional media production methods will be experimented through class works. Students will learn both the aesthetic and technical aspects of multimedia design and production. Students will be introduced to the business process behind multimedia, working individually or as

a team to produce a multimedia product for a business client. Software programs such as Macromedia Dreamweaver, Flash, and Adobe Photoshop will be used.

POV 3313 History of Photography, Film and Video (3-0)3

This course covers the history of the photographic medium from its origins and invention in 1826 to the present. Through studying the development of photography, students will gain a basis for making and viewing contemporary images, from both technical and aesthetic viewpoints. Through lectures, readings, writings, students will experience the discipline and artifacts generated by 150 years of photographic-image making throughout the world.

POV 3331 Composition in Visual Arts (3-0)3

An introduction to the principles of visual composition. Students create individual solutions to visual problems relating to both visual order and meaning. Fundamentals of line, shape, texture, color theory, perspective, narrative and symbolic form are included.

POV 3332 Large Format Photography (3-0)3

This course aims to explore the use of large format photography with particular reference to the 4x5 camera system. Students will explore and master the creative and technical advantages and versatility of the large format photographic system.

POV 3333 Icons and Symbols (3-0)3

Exploration of how and why modern and postmodern societies have continued to sustain material symbolism and iconic consciousness. Study of theoretical approaches to debates about icons and symbols in philosophy, sociology, linguistics, psychoanalysis, and semiotics. Use of case studies to analyze modern iconography in advertisements and branding, food and bodies, nature, fashion, celebrities, popular culture, art, and politics.

POV 3334 Black and White Darkroom (2-2)3

This course introduces traditional black and white darkroom techniques and processes. Emphasis is placed on camera operation, composition, darkroom technique and creative

expression. Upon completion, students should be able to successfully expose, develop and print a well conceived composition.

POV 3336 Advanced Editing and Postproduction (3-0)3

This course provides an opportunity for students to cut independent projects. Course emphasis on creativity in editing, layout and design, color, decision making, judgment, technology and production.

POV 3338 Advanced Digital Photography (2-2)3

This lecture and laboratory course gives the advanced student of electronic photography an in-depth look at the tools and techniques of electronic imaging systems. Students pursue research projects in either the visual communications or technical aspects of electronic photography.

POV 3340 Photojournalism (3-0)3

This course provides students with an opportunity to develop your skills in researching, photographing and writing photojournalistic stories. Students will also learn about using light, working effectively with professional processing labs and understanding the requirements of permissions and releases.

POV 4111 Graduation Project I (4-0)4

This course will help students to demonstrate the skills they got throughout the four year education in the photography department. This is a course that prepares the students both for a large-scale exhibition and a professional portfolio. Students will develop a concept and then choose the most suitable medium for their projects. There will be in-class discussions on how to utilize the concept in the best possible way, and treat the subject matter and material. At the end of semester, each student will have a finished, ready to show project.

POV 4112 Graduation Project II (4-0)4

This course will help students to demonstrate the skills they got throughout the four year education in the photography department. This is a course that prepares the students both for a large-scale exhibition and a professional portfolio. Students will develop a concept and then choose the most suitable medium for their

projects. There will be in-class discussions on how to utilize the concept in the best possible way, and treat the subject matter and material. At the end of semester, each student will have a finished, ready to show project.

POV 4325 Photography and Mixed Media (3-0)3

It gets its strength from being able to combine multiple still, motion and sound file formats into one cohesive piece. The strength and limits of the software only stops with the imagination. This course will explore and integrate a number of related software packages including (but not limited to): Adobe After Effects, Peak, QuickTime and 3D applications, as well as conceptual development and production.

POV 4331 Portfolio Development and Self-Promotions (3-0)3

Designed for third- and fourth-year students who are ready to present themselves and their work to potential employers. Weekly assignments move the students closer to their stated goals. Contemporary marketing and business issues for free-lance photographer are the principal subjects and include calculating a creative fee, client negotiations, invoicing and copyright for assignment and stock photography, and client research methods for photographers. Students will create self-promotion materials, including mailers, business cards and letterheads.

POV 4332 The Spiritual and Mystical Image (3-0)3

Guides the student toward a tangible perception of a higher self that is compatible with our established perceptions as artists. Three major areas to be integrated are self, intellect and spirit. Emphasis on realist and contemporary possibilities and self discovery through imagination.

POV 4333 Advanced Black and White Darkroom (3-0)3

This course introduces the creative manipulation of alternative photographic processes such as burning, dodging, the controls of density and contrast, as well as multiple exposure. Emphasis is placed on personal vision and modes of seeing.

POV 4334 Fashion Photography (3-0)3

This is a course that provides advertising students basic experience in fashion photography. Students will be taught the concepts, aesthetics, and processes of fashion work, casting and directing the model, studio and location shooting, ethics (especially with regard to women's issues). Digital imaging including both capture and post production will form an integral part of the course.

POV 4335 Portraiture (3-0)3

Explore portraiture within the realms of several photographic applications: classic (traditional); commercial (editorial & advertising) and fine art (interpretive & abstract). Through lectures and shooting sessions, students begin to develop a personal style of portraiture in one or more of the above categories.

POV 4336 Fine Art Photography (3-0)3

The major emphasis is on the individual's learning to identify and articulate a personal response to his or her environment through the medium of photography. Emphasis is placed on the student's setting of goals, selection of themes and projects and expansion of work on his or her own terms. Lectures and experiences are oriented to encourage awareness of shared concepts in the other arts, goals set by working artists and the relevance of the history of the visual arts to the student's work. Weekly critiques are a focused activity of each course.

POV 4337 Picture Theory (3-0)3

Introduces students to the seminal works in photographic and other visual arts' theory, providing an understanding of central issues/critical debates in the field. This course will involve the criticizing of many works from the history of art, and also students will try to understand the conditions that those works were done.

POV 4338 Music Video Workshop (3-0)3

In this course, Students are taught the most essential elements of what goes into making a music video, including: choosing the right band and the right song, creatively visualizing the look of the video and its overall aesthetic style, planning the music video in storyboards, learning how to shoot and keep the film in sync with the lyrics and beat, on-set shooting techniques, pacing, editing and adding visual special effects.

POV 4339 Location Lighting (3-0)3

Learn the fundamental theories and techniques of lighting. This course covers equipment selection and lighting techniques with an emphasis on practical shooting sessions out of the studio, some using models. Learn to recognize the potential of lighting, using it to suit the needs of your subject on location.

POV 4340 Criticizing Images (3-0)3

To understand a work of art requires solid knowledge about the style, movement and the period of that work is done. With the theoretical readings, students will be able to criticize any kind of art work in the galleries and museums. This course is a foundation course for any students dealing with art.

POV 4341 Nature Photography (3-0)3

This course will cover both abstract and figurative aspects of nature photography. Skill development in the inspection of the natural landscape visually and photographically utilizing various camera formats. Topics include exploration of historic, geographical, and cultural locations, and review of landscape photographers.

POV 4342 Alternative Printing Processes (3-0)3

This class investigates the artistic aspects and technical procedures used in 19th Century photographic printing of hand-coated papers. Class projects include aspects of graphic arts

photography, films and developers. Students work with cyanotypes, kallitypes, albumen, collodion, palladium/platinum and kwik print.

POV 4343 Photography Workshop (2-2)3

This course will be held by many famous and successful photographers in Turkey. Every week a new photographer will teach students a new photo technique in the studio. This course is a preparation for the professional photography world. Students will learn and demonstrate new skills and techniques in an applied way.

POV 4344 Digital Video Workshop (3-0)3

This course will be held by many famous and successful photographers and videographers in Turkey. Every week a new videographer will teach students a new technique in the studio and post production. This course is a preparation for the professional world. Students will learn and demonstrate new skills and techniques in an applied way. These skills will help students to make their own video footages in a creative way.

POV 4990 Summer Training Non-Cr

The objective of summer training is for the student to get to know different sectors and expertise areas of his profession, to start building up a CV, and to get the kind of work experience that will put him/her ahead of his peers when he/she goes out looking for a job after graduation.

DEPARTMENT OF PUBLIC RELATIONS

PROFESSORS

GÜRGEN, Haluk (*Dean*): B.A., M.A., Ph.D., Anadolu University.

ASSISTANT PROFESSORS

BİR, Çisil Sohodol: B.A., M.A., Ph.D., Ege University.

GÜNAY, Aysel Ak: B.A., M.A., Anadolu University, Ph.D. Selçuk University.

SUHER, İdil (*Chairperson*): B.A., M.A., Ph.D., Anadolu University.

INSTRUCTORS

İNCE KÜÇÜKGÖRMEN, Sinem: B.A., Istanbul University.

TEACHING ASSISTANTS

EKER AKGÖZ, Burcu: B.A., Selçuk University, M.A. Gazi University.

ENGİN, Elif: B.A., M.A. Marmara University.

ŞENER, Gül: B.A., Koç University, M.A. Bahçeşehir University.

ADJUNCT PROFESSORS

BİRKİYE, Atilla: B.A., Istanbul University.

ÇUBUKÇU, Mete: B.A., Marmara University.

ERGÜLEN, Haydar: B.A., Middle East Technical University.

KABAŞ, Sedef: B.A., Boğaziçi University, M.A., Boston University, Ph.D., Marmara University.

KADIBEŞEGİL, Salim: B.A., Ege University.

KIRCA, Ali: B.A., Istanbul University.

SAYDAM, Ali: B.A., Bern University.

GENERAL INFORMATION: The aim of the Public Relations Department is to educate future communication professionals that excel in every aspect of public relations, from corporate communication to reputation management. The curriculum is designed to help students to have a broad understanding of the role of public relations in contemporary society, as well as experience in developing public relations materials for use in corporate, governmental and nonprofit organizational settings. While courses provide theoretical knowledge, workshops and seminars enhance students' practical competencies. Also, through department sponsored internship programs they receive hands-on experiences and mentoring from top professionals in the job while studying.

CURRICULUM

FIRST YEAR

First Semester

PRL	1511	Principles of Communication and Media	(3-0)3
BUS	1001	Introduction to Business Administration	(3-0)3
VCD	1023	Introduction to Computer and Information Technology	(3-0)3
SOC	1003	Introduction to Sociology I	(3-0)3
ENG	1003	Communication Skills and Academic Reporting I	(2-2)3
GEP	1005	History of Civilization I	(3-0)3

Second Semester

ADV	1614	Marketing Communication	(3-0)3
VCD	1111	Art, Culture and Society Techniques	(3-0)3
PSY	1001	Introduction to Psychology I	(3-0)3
ENG	1004	Communication Skills and Academic Reporting II	(2-2)3
GEP	1006	History of Civilization II	(3-0)3

SECOND YEAR

Third Semester

PRL	2515	Introduction to Public Relations	(3-0)3
ADV	2613	Introduction to Creative Communication	(3-0)3
POV	2315	Photography	(2-2)3
PSY	2021	Social Psychology I	(3-0)3
ECON	2225	Principles of Economics	(3-0)3
TLL	2021	Turkish Language and Literature I	(2-0)2

Fourth Semester

PRL	2516	Public Relations Theory	(3-0)3
PRL	2522	Communication Theories	(3-0)3
PRL	3523	Public Relations Writing I	(2-2)3
PRL	3548	Corporate Communication Practices	(3-0)3
ADV	2623	Introduction to Advertising	(3-0)3
TLL	2022	Turkish Language and Literature II	(2-0)2

THIRD YEAR

Fifth Semester

PRL	3525	Desktop Publishing	(2-2)3
PRL	3527	Public Relations Writing II	(2-2)3
PRL	3531	Public Relations Management and Strategy	(3-0)3
PRL	3533	Video Production in Public Relations	(2-2)3
HIST	3051	History of Turkish Republic I	(3-0)3
		Departmental Elective	(3-0)3

Sixth Semester

PRL	3524	Organizational Culture and Communication	(3-0)3
PRL	3536	Research in Public Relations	(3-0)3
PRL	3512	Public Relations Cases I	(3-0)3
ADV	3616	Persuasion	(3-0)3
HIST	3052	History of Turkish Republic II	(2-0)2
		Departmental Elective	(3-0)3
		GE Elective	(3-0)3

FOURTH YEAR

Seventh Semester

PRL 4511	Public Relations Campaigns I	(4-0)4
PRL 4513	Public Relations Cases II	(3-0)3
PRL 4990	Summer Training	Non-Cr
ADV 4629	Media Ethics	(3-0)3
	Departmental Elective	(3-0)3
	Departmental Elective	(3-0)3
	GE Elective	(3-0)3

Eighth Semester

PRL 4512	Public Relations Campaigns II	(4-0)4
PRL 4524	Public Relations Workshop	(3-0)3
ADV 4634	Media Law	(3-0)3
	Departmental Elective	(3-0)3
	Departmental Elective	(3-0)3
	GE Elective	(3-0)3

LIST OF ELECTIVE COURSES

PRL 3515	Popular Culture	(3-0)3
PRL 3517	Editorial Analysis I	(3-0)3
PRL 3518	Editorial Analysis II	(3-0)3
PRL 3535	Corporate Public Relations	(3-0)3
PRL 3537	Media Relations	(3-0)3
PRL 3538	Political Sciences	(3-0)3
PRL 3542	Public Relations History	(3-0)3
PRL 3544	Interpersonal Communication	(3-0)3
PRL 3545	Writing Styles and Communication	(3-0)3
PRL 4526	Global Public Relations	(3-0)3
PRL 4528	Crisis Communication	(3-0)3
PRL 4532	Journalism Workshop	(3-0)3
PRL 3646	Visual Communication	(3-0)3
TLL 4010	Turkish Language and Verbal Communication	(3-0)3
	Any elective course from other Faculty Departments	(3-0)3

COURSE DESCRIPTIONS

PRL 1511 Principles of Communication and Media (3-0)3

This class will cover four lines of arguments. In the first part, we will contextualize media with a look at the socio-economical history of communication. Then, we will have a look at how meaning is constructed in different media and how we can interpret it. While the third part will be about the media's influence on identity production, in the last part of the class, we will underline media's presence in the public sphere and its presence beyond national borders.

PRL 2515 Introduction to Public Relations (3-0)3

This course aims at introducing students to the basic concepts of the PR profession, in theory as well as in practice. Research, planning, campaign communication and evaluation phases of PR will all be examined, with a special emphasis on managerial functions. Also, different kinds of PR practices will be discussed using case examples.

PRL 2516 Public Relations Theory (3-0)3

This course is a continuation to PRL2515, and places a heavy emphasis on practice. Each student will carry out a project in order to develop appropriate PR skills. Also, groups of students, selected on a case-by-case basis, may take part in special event organizations for the Faculty of Communication.

Prerequisite: PRL 2515

PRL 2522 Communication Theories (3-0)3

The aim of the course is to provide a general overview of the major theories in communication and media studies. The course particularly focuses on theories relating to media audiences, texts, production and power, allowing students to think more critically about the media in the world around them.

PRL 3512 Public Relations Cases I (3-0)3

The purpose of the course is to examine the practical application of public relations principles, concepts and techniques through in depth analysis of the steps in research, planning, implementation, and evaluation in public relations campaigns. The emphasis on campaign process will help develop and enhance both students' technical knowledge of the public relations field as well as critical thinking and problem solving skills.

PRL 3515 Popular Culture (3-0)3

In this course we will examine how popular culture is becoming increasingly central to social life and around the world. The primary objective of the course is to provide students with the tools to critically analyze these various forms of popular culture and understand them within a broader social context. Students will learn to incorporate the analysis popular culture into their existing research projects or interests.

PRL 3517 Editorial Analysis I (3-0)3

This course is designed to introduce the basics of news gathering and news analyzing, as well as to examine and critique the role of journalist in our society. Students will explore the history, politics, and ethics of journalism as it has developed in its print, broadcast, and online forms. The students will learn how to gather, analyze, and report the news. They will learn strategies for organizing, reporting and analyzing information. They will debate how

information is, or can be, filtered. They will learn to interpret news for bias and effectiveness.

PRL 3523 Public Relations Writing I (2-2)3

This course will provide lectures and writing practice for specialized public relations purposes. The primary goal of this course is to help the students learn about organizations, publics, the media and will teach them how to prepare public relations messages for print and electronic media. (e.g., news releases, employee publications, position papers, direct mail and reports, brochures, and press kits) This course is designed to give the students a taste of the real practice of public relations.

PRL 3527 Public Relations Writing II (2-2)3

The course covers all forms of writing for public relations, including press releases, public service announcements, magazine queries, securing television and radio interviews, coverage memos, media alerts, features, trade press releases, newsletters, backgrounders, and public relations presentations. Students will obtain knowledge of the basic principles of public relations writing and gain experience in writing for public relations.

PRL 3524 Organizational Culture and Communication (3-0)3

This course aims to introduce to organizational theory and studies of culture for students. This course defines organizational culture and gives the details of some techniques and methods to be used to uncover and understand an organization's cultural values. This course will give an overview of the existing theories culture and communication in organizations and present the results of recent research in this field as illustrations of theoretical perspectives.

PRL 3525 Desktop Publishing (2-2)3

This course aims to introduce to the realm of contemporary publishing methods and technology specified under the title of desktop publishing. Students would build a sound understanding of what the role of computer is in print design production. As well as theoretical knowledge and terminology, practical projects will help students to figure

out the production and their position in contemporary design world.

PRL 3531 Public Relations Management and Strategy (3-0)3

With the context of this course, the following topics will be covered by various examples: How do organizations determine their business goals according to their strategic business plans? What's the function of public relations on realizing these business goals? How does the strategic public relations management process work?

PRL 3533 Video Production in Public Relations (2-0)2

This course will help the students to understand what to focus their attention at while they are in the process of a video production for a PR event or effort. By the end of the course the students will be knowing how to direct a cameraman/woman for the effective PR management. Thus the students will gain overall information about video production and strategic video shooting. The course will also teach to understand whether an editing is good, effective or mission-focused.

PRL 3536 Research in Public Relations (3-0)3

The aim of this course is to give students a better understanding of what research is and how it can help them in public relations. Students will also learn how to answer questions to assist understanding of, and to help develop levels of knowledge and skills in, the practical identification and implementation of public relations research.

PRL 3535 Corporate Public Relations (3-0)3

Corporate Public Relations examines the role of public relation within a corporation and its responsibilities in developing and maintaining external and internal relations. In this course, we will study the forms and practices of corporate communication and their impacts. This course will combine lectures, case analyses and discussion. By the end of the course, students will have a rich understanding of corporate communication, both as a practical and strategic activity and as a key communication process.

PRL 3537 Media Relations (3-0)3

This course aims to acquaint students with the process of building effective relations and cooperation with the media. Students are acknowledged about what "news media" are, who the members of the media are and how the media function. By drawing examples from news agenda of the day, the students see the difference "what is news" and "what is not". They write news stories for printed press, radio and TV and improve their skills to write press releases which have "news value".

PRL 3538 Political Sciences (3-0)3

This course aims to study the principles of political science and its area. During the semester the topics such as the definition of politics, political theories, political systems, ideologies, government, democracy, political culture, representation, the political process etc. will be discussed and analyzed.

PRL 3548 Corporate Communication Practices (3-0)3

This course aims to give the students some important information about the topics such as crisis management, issue management, reputation management, public communication, consumer relations, relations with employees, environmental issues. During the semester these topics will be discussed and case studies will be analyzed.

PRL 3646 Visual Communication (3-0)3

This course is an introduction level graphics course designed to provide a basic and general familiarization with graphics and visual communication as it applies to public relations and advertising. Lessons, will include the study of theory, concepts, and aesthetics of visual communication, including the layout and design of printed materials. This course is an attempt to discover why some images are remembered while most are not.

PRL 4511 Public Relations Campaigns I (4-0)4

The course is designed to give a firm background on how to organize a well-planned public relations campaign, step-by-step. Topics covered in this course include the PR research, the value of planning, systematic approaches to planning, elements of a communication plan, implementation of various kinds of campaigns, and campaign evaluation. International and

local case studies of public relations programs of business firms and other institutions will be examined.

PRL 4512 Public Relations Campaigns II (4-0)4

The course is designed to provide experience on how to organize a well-planned public relations campaign, step-by-step, and to give students experience in coordinating independent investigation and research. Term project groups of 2-3 students will pick a case and will develop an integrated PR plan for the chosen fictitious or real case.

PRL 4513 Public Relations Cases II (3-0)3

This course examines application of basic public relations principles through the case history method. Students explore important PR case histories and analyze and critique each decision with an emphasis on ethical public relations management. Students learn a range of methods for handling various events with respect to target audiences. They will analyze, discuss, and develop case studies on how public relations techniques are applied to issues.

PRL 4524 Public Relations Workshop (3-0)3

The main goal of the course which will be held within the context of previous theoretical knowledge is to gain students both the ability of analyzing the practices carried on whether at a public relations agency or department in a corporation and realizing strategic plan and projects for real cases by teamwork. In order to better understand the client, the potentially required demands of the client will be discussed and weekly presentations will be prepared according to these need/expectations.

PRL 4526 Global Public Relations (3-0)3

The course will encompass theoretical information as well as best practices which will enable students to have an idea about PR approach of multinational companies who coordinate their PR programs with different perspectives all around the world. Within the framework of the course, global PR, corporate reputation management, public relations in specific countries and regions, media relations,

crisis communications management, corporate social responsibility will be covered. The main objective of the course is to provide students with an understanding of international public relations and its crucial role in the competitive business environment. With the theoretical information enriched by real practices, students will be able to develop communications strategies for a multinational company and gain an idea about the PR industry on global basis.

PRL 4528 Crisis Communication (3-0)3

Crisis communications in organizations focuses on the most advanced level of public relations. Crisis management from a public relations perspective is critical whether you are part of nonprofit, corporate, agency, or governmental concern. This course examines PR crisis management from an academic and a practitioner point-of-view. A particular emphasis will be made to cover both the growing development in diversity and the contributions of technology. In additions to the textbooks, students will be reading selections from *PRWeek* and PRSA's *Tactics* and *Strategist*. The classroom activities will work with experiential exercises, stress teamwork, and involve field and case investigations.

PRL 4532 Journalism Workshop (3-0)3

This course is designed to acquaint students with the broadcasting journalism and allied professions. It consists of a survey of the organization, functions and uses of the mass media, and their impact on life styles, images, standards, philosophies, government and business. Emphasis will be placed on the experienced environment. The aim of this course is introducing to the profession of journalism. Topics covered are mainly focused on the historical and contemporary issues related to the newspaper industry and to print journalism generally.

PRL 4990 Summer Training Non-Cr

The objective of summer training is for the student to get to know different sectors and expertise areas of his profession, to start building up a CV, and to get the kind of work experience that will put him/her ahead of his peers when he/she goes out looking for a job after graduation.

DEPARTMENT OF VISUAL ARTS AND COMMUNICATION DESIGN

ASSOCIATE PROFESSORS

ADİLOĞLU, Fatoş (*Chairperson*): B.A., M.A., Virginia Polytechnic Institute and State University, Ph.D. Istanbul University.
SHAW, Meryem Kural: B.A., Scripps College, M.A., Ph.D., University of California.

ASSISTANT PROFESSORS

ÖNBAYRAK, ULUSOY Nilay: B.A., M.A., Ph.D., Marmara University.

INSTRUCTORS

ARIKAN, İrem: B.A., Academy of Rotterdam Willem de Kooning, M.A., Sabancı University.
ÇARIKÇI WONG, Didem: B.A., Marmara University, M.A., Savannah College of Art and Design.
ÇATAK, Güven: B.A., Istanbul Technical University, M.A., Yıldız University.
ERCANPOLAT, Tanzer: B.A., Anadolu University.
NOYAN, Nazlı Eda: B.A., Dokuz Eylül University, M.A., Bilkent University, M.A., University of Florida.
TORUN, İpek: B.A., Bilkent University, M.A., Anadolu University.

TEACHING ASSISTANTS

AKBAŞ, Neşe Dijlay: B.A., State University of New York, M.A., Bilgi University.
BERKMAN, Mehmet İ.: B.A., Marmara University, M.A., Bahçeşehir University.
ŞİMŞEK, Serkan: B.A., Yıldız University, M.A., Bahçeşehir University.
UYSAL, Gülcan: B.A., Anadolu University.

ADJUNCT PROFESSORS

AKBAY, Aydın Bager: B.A., Yıldız Technical University.
EREZ, Cemal: B.A., Mimar Sinan University, M.A., Ecole Normale Supérieure des Arts Décoratifs de Paris.
GÖKAY, Wol Matilda: B.A., M.A., University of Cuyo.
KARADUMAN, Bengü: B.A., Mimar Sinan University, M.A., Hochschule der Bildenden Künste Saar.
KATO, Günseli: B.A., Tokyo University.
LESPORT, Pascal Henri: B.A., Conservatoire National de Paris.
NECİPOĞLU, Selin: B.A., Istanbul Technical University, M.A., University of Wales.
TÜKER, Çetin: B.A., M.A., Middle East Technical University.

GENERAL INFORMATION: Visual Arts and Visual Communication Design Department aims to develop in students the competency of creating an effective visual language and communicating with it. Students are educated in typography, digital and non-digital imagery, three-dimensional forms, and digital and non-digital systems; and learn to create communications in various media formats: books, posters, packages, interactive multimedia, or web sites. The course program combines theory, technology and practice which help students to understand the nature of visual message in theoretical terms and to acquire professional training necessary to its realization. Through practice oriented workshops and seminars, students create their personal portfolio and present their work in national and international platforms.

CURRICULUM

FIRST YEAR

First Semester

VCD	1113	Basic Design I	(4-4)6
PRL	1511	Principles of Communication and Media	(3-0)3
VCD	1023	Introduction to Computer and Information Technology	(3-0)3
SOC	1003	Introduction to Sociology I	(3-0)3
ENG	1003	Communication Skills and Academic Reporting I	(2-2)3

Second Semester

VCD	1111	Art, Culture and Society	(3-0)3
VCD	1114	Basic Design II	(4-4)6
PSY	1001	Introduction to Psychology I	(3-0)3
VCD	1026	Computer for Art and Communication	(3-0)3
ENG	1004	Communication Skills and Academic Reporting II	(2-2)3

SECOND YEAR

Third Semester

VCD	2123	Drawing I	(2-2)3
VCD	2125	Typography	(2-2)3
VCD	3127	Visual Culture	(3-0)3
POV	2315	Photography	(2-2)3
PSY	2021	Social Psychology I	(3-0)3
TLL	2021	Turkish Language and Literature I	(2-0)2
GEP	1005	History of Civilization I	(3-0)3

Fourth Semester

VCD	2118	Advanced Photography	(2-2)3
VCD	2126	Word and Image	(2-2)3
VCD	2132	Digital Image Processing	(2-2)3
VCD	3018	History of Graphic Design	(3-0)3
TLL	2022	Turkish Language and Literature II	(2-0)2
GEP	1006	History of Civilization II	(3-0)3

THIRD YEAR

Fifth Semester

VCD	3117	Digital Video Processing	(2-2)3
VCD	3119	Introduction to Animation	(2-2)3
VCD	3121	Computer Aided Graphic Design	(2-2)3
HIST	3051	History of Turkish Republic I	(2-0)2
		Departmental Elective	(3-0)3
		GE Elective	(3-0)3

Sixth Semester

VCD	3111	Basics of Web Design	(2-2)3
VCD	3116	Introduction to Multimedia	(2-2)3
VCD	3118	Computer Animation and 3D Modeling	(2-2)3
HIST	3052	History of Turkish Republic II	(2-0)2
		Departmental Elective	(3-0)3

FOURTH YEAR

Seventh Semester

VCD 4111	Graduation Project I	(4-0)4
VCD 4113	Interactive Arts and Design	(2-2)3
VCD 4990	Summer Training	Non-Cr
ADV 4629	Media Ethics	(3-0)3
	Departmental Elective	(3-0)3
	Departmental Elective	(3-0)3
	GE Elective	(3-0)3

Eighth Semester

VCD 4112	Graduation Project II	(4-0)4
VCD 4122	Remediation and Technocultures	
ADV 4634	Media Law	(3-0)3
	Departmental Elective	(3-0)3
	Departmental Elective	(3-0)3
	GE Elective	(3-0)3

LIST OF ELECTIVE COURSES

VCD 2122	Drawing II	(2-2)3
VCD 3122	Motion Graphics	(3-0)3
VCD 3123	Corporate Identity Design	(3-0)3
VCD 3125	Traditional and Modern Turkish Arts	(3-0)3
VCD 3126	Computer Programming for Interaction	(2-2)3
VCD 3128	Packaging Design	(3-0)3
VCD 3132	Cyberculture	(3-0)3
VCD 3134	Material and 3D Design	(2-2)3
VCD 3136	Animation Film	(3-0)3
VCD 3138	Audio Spatiality in Media Environments	(3-0)3
VCD 3140	Space in Visual Design	(3-0)3
VCD 3142	Point of Purchase Design	(3-0)3
VCD 3144	Art and Concept	(3-0)3
VCD 3146	Concept Development	(3-0)3
VCD 4018	Essentials of 3D Modeling	(2-2)3
VCD 4118	Advanced Web Design	(2-2)3
VCD 4128	Game Design	(3-0)3
VCD 4129	Information Technology for Design	(3-0)3
VCD 4136	Principles of Color	(3-0)3
VCD 4138	Creative Self Promotion Design	(3-0)3
VCD 4140	Advertising Campaign Design	(2-2)3
	Any elective course from other Faculty Departments	(3-0)3

COURSE DESCRIPTIONS

VCD 1023 Introduction to Computer and Information Technology (3-0)3

In this course, the practical use of computers and Information technologies to acquire, manage, and use information that will be vital to the personal lives will be presented. Basic computer hardware and software concepts, computer networks, effective use of internet office programs and their use in the respective

fields, main problem solving skills and basic security principles will be carried out.

VCD 1026 Computer for Art and Communication (3-0)3

An introductory course on creating bitmapped and vector computer graphics, timelined multimedia such as animation, audio, and video, basic interactivity, and creating web

content. The course is workshop-intensive and is supplemented with multimedia lectures.

VCD 1111 Art, Culture and Society (3-0)3

This class has two aims: to introduce basic concepts and movements of art and to explore visual culture as an interdisciplinary field of study. First, we will study the meaning of art, art historical movements, the ways we read and understand works of art, and the role of museums and galleries. Then, through a historical overview of visibility in painting, photography, cinema, and virtual culture, we will deal with cultural aspects of visibility via race, ethnicity, gender, sexuality, and body.

VCD 1113 Basic Design I (4-4)6

This is the first part of two-semester studio course designed specially as the basis of design courses offered in the department. The specific objective of the course is to introduce design elements such as point, line, spot, shape, color, light, texture and design principles as they relate to the issues of visual design and visual communication. The first semester of the course focuses on visual problems related to design on a two-dimensional working field.

VCD 1114 Basic Design II (4-4)6

This is the second part of two-semester studio course designed as the basis of design courses offered in the department. The specific objective is to develop students' ability to work with design elements such as point, line, spot, shape, color, light, texture and design principles. The focus is on visual order and composition. Visual problems related to three-dimensional working field is introduced as they relate to the issues of visual design and visual communication.

VCD 2122 Drawing II (2-2)3

Drawing II is a drawing course where drawing is a creative tool for the actualization of projects. The course is intended to establish a framework for creative communication skills in drawing. Students are encouraged to develop their ability in drawing as an expression and to further their critical analysis and communication effectiveness in drawing. Students are expected to develop an understanding of the theory and history of art in relation to their own drawing projects. Drawing II includes directed readings. Studio

experience besides outside research and practices forms the core of the course where body, visual memory and perceptual performance is questioned.

VCD 2123 Drawing I (2-2)3

Students with a foundation of drawing applications and theoretical drawing approaches. This course intends the students to create their own drawing language as a personal expression tool. Theoretical approaches and practical tools are maintained, so that communication effectiveness through drawing is provided. This course focuses on subjects as live model/indoor-outdoor spaces/object drawings and the skill of generating a concept or an idea from drawing.

VCD 2118 Advanced Photography (2-2)3

This is a practical course, encouraging students to take pictures every week to explore intermediate techniques of exposure, development and printing of small- and medium-format black-and-white film and print materials, with special emphasis on tonal control through the creative applications. Emphasis is placed on aspects of design, composition, perception, form and content in black-and-white, color and digital photographs.

VCD 2125 Typography (2-2)3

During the course of our study we will learn the basic concepts of typography with emphasis on type usage, basic terminology, tools and materials of the trade; develop a synthesis between form and concept; and understand the relationship of design with type, to the larger cultural context.

VCD 2126 Word and Image (2-2)3

In this course, concepts and techniques of visual communication, the relationship between word and image will be introduced to the students with the objective of building an understanding of design principles, knowledge of design terminology, process, and exploration of design tools, establishing a stimulating studio and critique environment.

VCD 2132 Digital Image Processing (2-2)3

The general aim of the course is to explore the structure and meaning of the graphic and bitmap images; creation, editing, processing digitally for various media. Basics of

Photoshop and Freehand will be given to the students as the tools to work with. Students will be expected to use their previous design experience with their new tools. A jury and an exhibition will be held at the end of the semester.

VCD 3018 History of Graphic Design (3-0)3

The purpose of this course is to overview the history, the important design movements and styles as well as designers through a chronological and regional categorization of graphic design and visual communication. Starting from the earliest ways of visual communication, languages and typography, the course aims to examine the timeline, events and designers till today. The course will include lectures and discussions as well as presentations and research assignments.

VCD 3111 Basics of Web Design (2-2)3

The general aim of the course is to give students a chance to create web based projects by combining their design abilities and computer experience. Objective of the course is to give a general idea about the unlimited potential of the Internet and to let them create projects within their own time limits. Students will be expected to learn basic elements of web design, improve their creativity by exploring themselves as web designers, search for their own style, write project proposals.

VCD 3116 Introduction to Multimedia (2-2)3

This course provides an introductory knowledge for the students who are familiar with conventional publishing methods and products. Students will be exposed to various examples of multimedia works and will get acquainted with production methods. This course aims to raise awareness of multimedia rather than a hands-on practice.

VCD 3117 Digital Video Processing (2-2)3

The general aim of the course is to explore the structure of the video medium and to understand the nature of moving images and editing them digitally. Basics of Adobe Premiere and After Effects will be given to the students as the tools to work with. Students will be expected to use their previous design experience with their new tools. A jury and an

exhibition will be held at the end of the semester.

VCD 3118 Computer Animation and 3D Modeling (2-2)3

The aim of this course is to make an introduction to 3D modeling and computer animation world. 3D Studio MAX and Adobe Photoshop software are used to teach the techniques of 3D modeling, texturing, animation and rendering.

VCD 3119 Introduction to Animation (2-2)3

The course will start by lectures on an overview of the inception and history of animation in cinema and on different types and techniques of animation. In the remaining main part of the course, students will be guided on the preparation of a short, drawing-animation project as studio work.

VCD 3121 Computer Aided Graphic Design (2-2)3

In this course, historical issues in graphic design are studied to improve students' ability in research & analysis and expanding their practical knowledge. Students need to enrich their visual vocabulary by exploring historical styles and to draw a synthesis with a contemporary and critical approach by the use of computer technology.

VCD 3122 Motion Graphics (3-0)3

This course presupposes the student to be equipped with extensive knowledge of practical use of basic design principles, particularly with a proficient knowledge of typography. The potentials of moving graphics in accordance with digital video and imagery will be explored. Through extensive usage of, particularly, Adobe Photoshop, Adobe After Effects and Adobe Premiere software, students should experience animating and synchronizing with various media.

VCD 3123 Corporate Identity Design (3-0)3

This course explores the use of type and symbols to develop identifying long-term marks for large and small companies. By conceptualizing and developing designs, students are expected to lead to finely tuned, finished, print-ready marks. In this course, students design a corporate logo that is then

implemented in marketing, packaging, architecture, stationery, advertising, forms and miscellaneous projects.

VCD 3125 Traditional and Modern Turkish Arts (3-0)3

This course addresses issues essential to Traditional and Modern Turkish Art. Students are introduced to the understanding of contemporary aesthetic thought exploring the Modern Turkish Art. The course includes the critique of modernism, and of representation and ideology, which have been exercised by contemporary Turkish arts and artists. The course also presents the examination of the role of art in contemporary society.

VCD 3126 Computer Programming for Interaction (2-2)3

This course attempts to give basic concepts in object oriented programming. Students will be familiar with programming objects and methods, variable types and functions which are useful to develop an interactive multimedia application. These concepts will be explained through the samples coded in javascript language and Macromedia's ActionScript language.

VCD 3127 Visual Culture (3-0)3

This course will complement Art, Culture and Society course by enabling the development of theoretically informed critical and creative work in visual culture. This course examines not only the nature and social impact of visual images but also considers the importance of the visual for the way social relationships function. In the context of contemporary cultural theory many kinds of image-making and visual narrative forms will be exemplified.

VCD 3128 Packaging Design (3-0)3

This course involves an introduction to packaging design and history. Since very early in time packaging has evolved from containers provided by nature to the use of complex materials and processes. Throughout the years "Packaging Design" has become a very important marketing tool. During the semester we will look at packaging examples and mostly focus on the food and cosmetics industry. The students will develop projects for a single products as well as a set of products. The course focus on the development of interesting solutions, including graphic identity

and layout, to a variety of package needs.

VCD 3132 Cyberculture (3-0)3

The objective of the course is to introduce the students the cyber culture surrounding them and give them awareness in their approach to their designs. In this course, by means of cinema, literature and architecture, the formation of cyber culture in time and its futuristic projections will be analyzed. Topics include various films, images and readings based on "cyber" themes such as cyber space, cyber punk and cyber art.

VCD 3134 Material and 3D Design (2-2)3

This course focuses on the use of material in the design of 3D products. Students are exposed to the properties and types of materials in the industry in relation to product design. History of use of material, design principles and industrial design perspectives are elaborated. Students are expected to exercise and present 3D design work respectively.

VCD 3136 Animation Film (3-0)3

Building on fundamentals learned in Introduction to Animation I, students develop their animation skills to include basic timing with exposure sheets, sound synchronization, staging and layout, with an emphasis on character animation. This course provides a bridge to more specialized study in 2-D and 3-D character animation, stop motion, and/or experimental and independent production.

VCD 3138 Auto Spatiality in Media Environments (3-0)3

This course will present and elements of physical sound parameters, acoustics and psycho-acoustic environments. The program will educate students in designing unique and realistic sound environments for visual communication productions such as web content, gaming environments, gallery installations, film and television production.

VCD 3140 Space in Visual Design (3-0)3

Space is an integral part of visual communication design and is a seamless connection to visual expression. This course is concerned with the way people experience space-built or inbuilt, real or imaginary, two dimensional or three dimensional. Theories of

space are introduced exercising conceptions in a variety of visual design media with the expectation of discovering the visual communication effectiveness of space while developing skills in depicting and analyzing space. The course exemplifies exploration of space in architecture and fine art disciplines like painting, graphic design, sculpture, installation, and film.

VCD 3142 Point of Purchase Design (3-0)3

This course concentrates on below the line advertising. With the help of case studies and discussions, students are exposed to above the line advertising campaigns in general. The course focuses on below the line designs and products. Students are expected to develop concepts to produce below the line print material for a specific campaign putting the design and customer in direct relationship.

VCD 3144 Art and Concept (3-0)3

This course addresses the relationship of art and concept. Students are introduced to the understanding and production of image, thinking and thought. The delivery of the course exercises looking, seeing and showing. Concepts of art and conceptual art are exemplified underlining the role of art in contemporary society.

VCD 3146 Concept Development (3-0)3

This course renders student's own vision and aims to stimulate her generating an idea, a concept in her work. The course is coaching that extends from a personal to practical and occupational levels following from the project student would like to realise. Course runs through the coaching direction the student necessitates and focuses on it. Developing concept is examined within the relationship between the suggested, apparent idea and its practicability, the medium student works with.

VCD 4018 Essentials of 3D Modeling (2-2)3

Advanced level 3D modeling and computer animation course. 3D studio MAX and Adobe Photoshop software are used to teach advanced techniques of 3D modeling, texturing and rendering.

VCD 4111 Graduation Project I (4-0)4

This is a course that prepares the students both for a large-scale exhibition and a professional portfolio. Students will develop a concept and then choose the most suitable medium for their projects. There will be in-class discussions on how to utilize the concept in the best possible way, and treat the subject matter and material.

VCD 4112 Graduation Project II (4-0)4

This course concentrates on individual projects in a wide range of interdisciplinary fields of visual arts and design such as video-art, multimedia, and installation. Students are expected to produce works on a professional level.

VCD 4113 Interactive Arts and Design (2-2)3

Building upon the concepts learned in Multimedia Art and Design, this course presents a new challenge to the student: to use art and design methodologies for the creation of virtual worlds, interactivities and environments. Students will use programs such as Macromedia Flash to create spatial and temporal digital works.

VCD 4118 Advanced Web Design (2-2)3

This course concentrates on training the students to develop effective graphic design interfaces with Web page design. Students explore new software and technical information for working with banners, links, buttons, flash animations and site management for Web design. Concept development from group discussions to final execution is encouraged.

VCD 4122 Remediation and Technocultures (3-0)3

This 4th year course explores current theories in digital media and culture emerged via recent productions. Students will be exposed to the latest philosophers and artists practicing digital media forms and will explore the general impact of new technologies upon contemporary society. Over the contemporary examples of films, videos, comics, games, and works of art, students will built up a sound understanding of the relationship between art and technology, society and culture.

VCD 4128 Game Design (3-0)3

The general objective of the course is to

introduce computer games which are the most dynamic interactive medium of our contemporary life, analyze them in a sociocultural perspective and form a basic knowledge for the ones who will deal with computer game design. Topics include the history of computer games, the process of designing computer games, their grouping into genres, their connection with cinema and architecture, their effects to computer technology and economy. The theoretical basis of the course will be supported with screenings, workshops, and guest lecturers from the field. At the end of the course students will design a computer game project or submit their research paper on computer games.

VCD 4129 Information Technology for Design (3-0)3

This project-based workshop course will assist the student in strategies and techniques for selecting and implementing multiple technologies and medias in one project, utilizing object-based programming software tools (such as Max/Msp, Jitter, Processing, and Pd..) for Real-Time audio and video, Realtime 3d , Network applications.

VCD 4134 Career and Portfolio (3-0)3

Student learns to make a portfolio devoted to the potential professional field in which she would like to work. Students prepare portfolios for various purposes from their own work mass. Information about the professional fields student will apparently work is supplied. Social and legal conditions that a free lance designer or an artist should be aware of, are given to the student. Moreover, they are informed of the job scope as a designer, an art director, a curator, an administrator at a design firm or an institution, at foundations that organize art festivals, at gallery and museum. Information about the working discipline at these institutions is provided.

VCD 4136 Principles of Color (3-0)3

The course introduces the basic principles of color, regarding the use of color in visual arts, throughout studio projects. Historical color use forms the foundation of this course exploring the interactions, tension and harmony among colors. The course focuses on the psychological and emotional aspects of color that create the visual codes in a design.

VCD 4138 Creative Self Promotion Design (3-0)3

This course focuses on each student's personal design vision and the many ways students can promote their design abilities. Highlighting the individual design approach is an emphasis on self-promotion in its most suitable form. Students will learn the details of the job-seeking portfolio since creative success is determined as much by how well they promote their work as by the quality of their work.

VCD 4990 Summer Training Non-Cr

The objective of summer training is for the student to get to know different sectors and expertise areas of his profession, to start building up a CV, and to get the kind of work experience that will put him/her ahead of his peers when he/she goes out looking for a job after graduation.

VCD 4140 Advertising Campaign Design (2-2)3

This course concentrates on above the line advertising. Course covers issues embedded in advertising campaigns and relevant communication design issues. Through case studies and by discussion and comparison advertising campaigns will be exemplified to include the creative department strategies, designs and products. The students will be expected to define the visual communication design strategy. Students will develop concepts for design for products of advertising campaign such as film, newspaper and, magazine ads, outdoor advertising etc.

