



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Graphic Design II							
Course Code		HIT226		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	78 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To teach digital programs that can be used in desktop publishing, web and photography.							
Course Content		<div>Design Basics and Processes</div> <ul style="list-style-type: none">• Interface, Panels and Tools• Working with Elections and Tricks• Working with Layers• Typography• Vector Drawing Techniques• Working with Styles• Painting and Coloring Techniques• Working with Fillers, Brushes and Digital Pens• Image Processing and Manipulation• Digital Photography, Photoshop and Camera Raw• Smart Objects and Filters• Desktop Publishing and Printing Process• Website Interface Preparation and Slicing• 3D Design							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Öğretim elemanı ders notları
2	Photoshop CS6

Week	Weekly Detailed Course Contents	
1	Theoretical	Giving general information about the course, introduction to the use of digital program
2	Theoretical	Design Basics and Processes
3	Theoretical	• Interface, Panels and Tools
4	Theoretical	Working with Elections and Tricks
5	Theoretical	• Typography
6	Theoretical	• Vector Drawing Techniques
7	Theoretical	Working with Styles
8	Theoretical	Painting and Coloring Techniques
	Intermediate Exam	Midterm Exam
9	Theoretical	Working with Fillers, Brushes and Digital Pens
10	Theoretical	Image Processing and Manipulation
11	Theoretical	Digital Photography, Photoshop and Camera Raw
12	Theoretical	Smart Objects and Filters
13	Theoretical	Desktop Publishing and Printing Process
14	Theoretical	Website Interface Preparation and Slicing
15	Theoretical	3D Design
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70



Midterm Examination	1	2	1	3
Final Examination	1	4	1	5
Total Workload (Hours)				78
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To have information about desktop publishing
2	Web Design
3	Learn how to use Photoshop
4	Drawing in Photoshop
5	can make design

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	4	5	4	5
P2	3	4	3	4	5
P3	3	3	4	3	5
P4	4	4	5	4	4
P5	2	2	3	2	3
P6	5	4	5	5	4
P7	5	4	3	4	4
P8	3	4	4	3	4

