



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Digital Applications							
Course Code		HIT244		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	77 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Learning the applications of new media tools used in public relations							
Course Content		use of programs such as photoshop, coreldraw							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, 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	coreldraw uygulamaları
---	------------------------

Week	Weekly Detailed Course Contents	
1	Theoretical	Logo and Rigging Applications
2	Theoretical	Object Applications
3	Theoretical	Tool Drawings
5	Theoretical	Effect Applications
6	Theoretical	Background Applications
7	Theoretical	Button Applications for the Web
8	Theoretical	Button Applications for the Web
9	Theoretical	Interface Applications for the Web
	Intermediate Exam	midterm exam
10	Theoretical	Navigation Bar Applications for the Web
11	Theoretical	Corporate Work Practices
12	Theoretical	Text Applications
13	Theoretical	Text Applications
14	Theoretical	An overview
15	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	3	1	4
Total Workload (Hours)				77
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Learning Logo and Rigging Applications
2	Button Applications for the Web
3	Learning Interface Applications for the Web
4	Corporate Work Practices



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	4	3	5
P2	4	5	5	4	3
P3	4	3	4	5	4
P4	4	4	4	3	5
P5	2	3	2	2	3
P6	4	5	4	4	5
P7	5	3	5	4	3
P8	4	4	5	4	4

