AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Educational Video Design						
Course Code	BPR192		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	In this course, students will be able to understand the basic principles and stages of writing educational content scenario, starting to translate their thoughts into syntactic language in line with the basic principles and stages it is intended to.						
Course Content	In this course, basic concepts related to video design with educational content, according to the purposes of use instructional video design, instructional video layers , instructional video preparation workflow and instructional video evaluation topics will be discussed.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study, Problem Solving						
Name of Lecturer(s)							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Miller, William (2009). Senaryo Yazılımı: Sinema ve Televizyon için. İstanbul: Hayalbaz Kitap.
2	Chion, Micheal (1992). Bir Senaryo Yazmak, Çev. Nedret Tanyolaç Öztokat. İstanbul: Afa Yayınları.
3	Akyürek, Feridun (2004). Senaryo Yazarı Olmak. İstanbul: MediaCat Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	Describe what the educational video is and its intended use.
2	Theoretical	Giving information about the historical development of educational videos. Explanation of the educational video design process.
3	Theoretical	According to the intended use educational videos (lectures, videos, case studies, videos, case study videos, display (how to) videos, footage of real events, etc.)
4	Theoretical	Explain educational video production processes (pre-production, construction and post-production) according to their characteristics.
5	Theoretical	Layers in educational video development.
6	Theoretical	Layers in educational video development.
7	Theoretical	Layers in educational video development.
8	Theoretical	Technologies used in instructional video design and production.
9	Intermediate Exam	midterm
10	Theoretical	Technologies used in instructional video design and production.
11	Theoretical	Effects of educational videos on students in or out of classroom.
12	Theoretical	Evaluating and investigating successfull samples
13	Theoretical	Sample projects and applications
14	Practice	Sample projects and applications
15	Practice	Sample projects and applications
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	5	5
Term Project	1	0	5	5

Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Can tell the intended purpose of the educational video.
2	It can give information about the historical development of the educational video.
3	Describe the educational video design process.
4	Defines the basic concepts of video design with educational content.
5	Explains the factors that make instructional video use necessary.
6	Explain the aims of educational videos according to the purposes of usage
7	Instructional video preparation lists what needs to be done in the workflow.
8	Recognizes the technologies used in instructional video design and production according to the purpose and characteristics of usage.
9	Evaluates the reports for designed educational videos.

Programme Outcomes *(Marketing)*

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1
P1	5
P6	5