AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Advertising and Graphical Design					
Course Code		HAT208		Couse Level	Short Cycle (Associate's Degree)		
ECTS Credit	5	Workload	126 *(Hours)*	Theory	3	Practice	1	Laboratory	0

Objectives of the Course	1. To educate students who have mastery of design techniques in the field of graphic and advertising, and who have creative, original artistic perspective. 2. To provide students with theoretical and practical knowledge about graphic design. 3. To enable students to use graphic design programs actively. 4. To teach how to plan and implement graphic elements of corporate identity work.
Course Content	Introduction to Ad Concepts, in the world and Turkey History of Advertising, the ad Purposes and Functions, Promotion and Advertising Purpose Media, Advertising Strategy Development Process and ad Functioning Process Design in Graphic Arts, Stages of Process Design, Visual Design Principles, Graphic Design Color Psychology: Color Knowledge, Design and Aesthetics, Tools and Materials Used in Graphic Design Process, Visual and Verbal Components of Advertising, Advertising Graphic Applications and Examples, Computer Applied Advertising Design (Photoshop - CorelDraw), Creative Design Application (Poster, Invitation, Book Cover Design) Corporate Identity Studies (Logo, Letterhead, Envelope, Business Card, etc.)
Work Placement	N/A
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Case Study, Individual Study
Name of Lecturer(s)	Ins. Aydan BAŞÇALIŞKAN DEVLİ

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Görsel İletişim ve Grafik Tasarım, Tevfik Fikret Uçar, İnkılap Kitapevi, 2014.
2	Grafik Tasarım Rehberi, İncearık, M. E., İstanbul, 2012.
3	Reklamda Görsel Tasarım, Özen Okat Özdem, Müge Elden, Say Yayınları, 2014.
4	İletişim ve Grafik Tasarım, Emre Becer, Dost Kitabevi, 2015.
5	Ads of the World™, Creative Advertising Archive Site, Internet Adress: www.adsoftheworld.com

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Ad Concepts, History of Advertising in the world and Turkey
2	Theoretical	Aims and Functions of Advertising, Promotional and Advertising Environments
3	Theoretical	Advertising Strategy Development Process and Advertising Operating Process
4	Theoretical	Advertising Media Planning
	Preparation Work	Internet / Ads of the World ™, examine samples of advertising with the help of Creative Advertising Archive Site
5	Theoretical	Advertising Design and Examples of Advertising
	Practice	To implementation advertising designs by computer
	Preparation Work	Internet / Poster Analysis of Samples
6	Theoretical	Advertising Graph Input (Semiology) - Color Information
	Practice	To implementation advertising designs by computer
	Preparation Work	Internet / Packaging Analysis of Samples
7	Theoretical	Advertising Graphics Applications and Examples (Corel Draw - Photoshop)
	Practice	To implementation advertising designs by computer
8	Intermediate Exam	Midterm Exam
9	Theoretical	Advertising Graphic Elements - 1
10	Theoretical	Advertising Graphic Elements - 2
11	Theoretical	Ad Creation Process (Brief, Brainstorming Sessions, Sketch, Design Transition)

12	Theoretical	Computer Based Advertising Design (Corel Draw - Photoshop)
	Practice	To implementation advertising designs by computer
	Preparation Work	Internet / To surveying of corporate logos for Corporate Identity Design
13	Theoretical	Computer Based Advertising Design (Corel Draw - Photoshop)
	Practice	To implementation advertising designs by computer
	Preparation Work	Internet / Learning Symbolic Meanings of Colors
14	Theoretical	Computer Based Advertising Design (Corel Draw - Photoshop)
	Practice	To implementation advertising designs by computer
15	Theoretical	Computer Based Advertising Design (Corel Draw - Photoshop)
	Practice	To implementation advertising designs by computer
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Lecture - Practice	14	2	1	42
Assignment	3	3	3	18
Midterm Examination	1	4	1	5
Final Examination	1	4	1	5
			Total Workload (Hours)	126
		[Total Workload (Hours) / 25*] = **ECTS**		5

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To learn the functions of advertising and graphic design.
2	To be able to learn the process of preparing visual communication material in accordance with the objectives of advertising.
3	To be able to comprehend the purpose of CMYK and RGB color models.
4	To be able to prepare advertising text in graphic design program by learning the basic components of advertising.
5	To be able to make drawings such as logo and emblem by dominating the basic elements of graphic design.

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess 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	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisiplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisiplinary knowlege to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaings and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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	1	2	3	4
P2	4	4	4	4	4
P3	3	4	4	2	3
P4	3	1	2	3	3
P5	3	2	2	1	3
P6	5	5	5	5	4
P7	5	5	5	5	4
P8	5	5	4	5	5

P9	3	2	2	3	3