



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Visual Arts							
Course Code		CUL251		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	99 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course; The aim of this course is to provide information about the visual culture and arts which are the indispensable communication elements of our age.							
Course Content		The elements of visual culture and the usage of visual arts in social life and contemporary communication tools are theoretically and practically the content of this course.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Project Based Study, Individual Study					
Name of Lecturer(s)		Ins. Anila POLAT							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	30
Term Assignment	1	30

Recommended or Required Reading

1	Görsel Kültür, Anadolu Üniversitesi Açık Öğretim Fakültesi Yayınları, Eskişehir.
2	Yılmaz, M. (2011) Görsel Sanatlar Uygulamaları, Pegem Yayınları, Ankara.
3	Freeman, M. (2011) Fotoğrafçının Gözü, Remzi Kitabevi, İstanbul

Week	Weekly Detailed Course Contents	
1	Theoretical	Concept of art, general characteristics of art and types of visual arts.
2	Theoretical	Stages of motion and still image development
3	Theoretical	Stages of motion and still image development
4	Theoretical	Visual literacy
5	Theoretical	Visual literacy
6	Theoretical	Basic photography
7	Theoretical	Photographic techniques
8	Intermediate Exam	Midterm exam
9	Theoretical	Photographic techniques
10	Theoretical	Sample material reviews
11	Theoretical	Visuality and use of color
12	Theoretical	Poster design techniques
13	Theoretical	Poster design techniques
14	Theoretical	Evaluation of term paper
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Term Project	1	20	1	21
Midterm Examination	1	10	1	11



Final Examination	1	10	1	11
Total Workload (Hours)				99
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To understand the visual culture and arts and their importance
2	To explain the effect of visual arts on promotion and brand creation
3	To be able to prepare visual materials
4	Developing the skills of understanding and interpreting images used in social media.
5	To understand basic photography techniques

Programme Outcomes (Tourism and Hotel Management)

1	To be able to use a second foreign language at intermediate level
2	To have the ability to use information technologies in the field at a good level.
3	Competence in human relations and behaviors required by tourism industry.
4	To be able to dominate the issues of entrepreneurship and business establishment procedures in the field of accommodation management
5	To have the knowledge and skills required by the profession
6	To have information about equipment and equipment used in accommodation establishments

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		2		2	
P2		2	3	3	2
P3	2	3	3	3	3
P4		4		2	2
P5	1	3	2		

