



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Food Beverage Styling and Photography							
Course Code		AŞL210		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to provide a better visual representation of food and beverages, photographing and techniques, designing presentations, and managing related units.							
Course Content		Photo shooting techniques, presentation preparation techniques, modern shooting and presentation techniques.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Individual Study					
Name of Lecturer(s)		Lec. Orçun İDİZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yiyecek İçecek Endüstrisinde Trendler- Doç. Dr. Osman N. ÖZDOĞAN
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Food styling
2	Theoretical	tools and applications of Food stylist
3	Theoretical	and applied the techniques to be considered through visual examples
4	Theoretical	Food and plate composition
5	Theoretical	Beverage Compositions
6	Theoretical	The relationship between Food & Beverage stylist and photographer
7	Theoretical	Light techniques
8	Theoretical	midterm
9	Theoretical	Compositing techniques
10	Practice	Hamburgers styling / practice
11	Practice	Pasta styling / practice
12	Practice	Salad styling / practice
13	Practice	Sweet styling / practice
14	Practice	Cold drinks styling / practice
15	Theoretical	reviews and highlights on food photography photographer

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Basic photography for food photography
2	Basic photography for beverage photography
3	Basic materials of food photography
4	Applied food photography



5	Applied food photography
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Programme Outcomes (*Tourism and Hotel Management*)

1	To know the concept of tourism management well and to adapt the areas of economy, accounting, finance, management, marketing, human resources to the tourism sector.
2	To have knowledge of the tourism sector and the accommodation, food and beverage, travel, transportation, entertainment and other businesses that constitute the sub-industry of tourism.
3	To have knowledge about the coordination and integration of sub-industries of the tourism sector. To adsorb the communication and coordination between hotel departments.
4	To follow the developments in the tourism sector and to renew himself/herself.
5	To know the legislation about the structure and operation of the tourism sector. To have knowledge about the legal regulations regarding tourism businesses and tourism types.
6	To have detailed information about accommodation businesses and to learn the basic areas of hotel management (front office, housekeeping, food and beverage services, entertainment services).
7	To be able to communicate with guests in written and verbal and to have the power of persuasion. To have knowledge about sales and marketing and to have the ability to persuade.
8	To have basic computer knowledge and ability to use related programs. To have knowledge about software used in the hospitality industry.
9	To learn about Atatürk's principles and reforms. To have knowledge about history and geography. To have enough knowledge about the geography of Turkey and world tourism.
10	To have sufficient degree knowledge of English (reading, writing, listening and speaking). To be able to communicate with guests in English (written and verbal).
11	To have detailed information about occupational health and safety. To know well the legislation determined within the scope of occupational health and safety and to follow the developments.
12	To be able to produce ideas about the solution of business or guest problems and apply them.
13	To adopt the company she/he works, to fulfill his responsibilities and to be prone to teamwork. To fulfill the requirements of the department she/he works. To act in accordance with the hierarchical order of tourism businesses.

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

	L1
P1	5
P2	5
P3	5
P4	5

