



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Animation							
Course Code		REH444		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to emphasize the importance of the animation department which carry out the mission of attracting visitors to the touristic areas by satisfying and entertaining them.							
Course Content		To comprehend the importance of department of animation in tourism establishments							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Individual 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	Blair, P. Animasyon Yapım Teknikleri (Çevr: M. Kılıç), Es Yayınları, İstanbul 2018.
2	Williams, R. The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators, 2012.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of animation
2	Theoretical	Development of animation in the world
3	Theoretical	Development of animation in Turkey
4	Theoretical	Place and importance of animation in tourism industry
5	Theoretical	Functions of animation activities directed to tourist
6	Theoretical	Contributions of animation activities to the business
7	Theoretical	Organizational structure of department of animation
8	Theoretical	job definitions of department of animation
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Examining the procedure of animation
11	Theoretical	Guest relations instruction for animation
12	Theoretical	Standard details
13	Theoretical	Guest relations instruction for animation
14	Theoretical	Daily animation procedure
15	Theoretical	History of animation
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Studio Work	4	3	2	20
Midterm Examination	1	6	1	7
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Gains the ability of Human relations skills
2	To have sympathetic, amiable, broadminded, patient and presentable appearance.
3	To have the ability of effective communication and superior perception.
4	To be able to perceive and evaluate tourist behaviours.
5	To have the knowledge and ability of marketing, especially to give product information in animation stations.
6	To ensure total participation to the activities, to have the ability of sagaciousness.
7	To be able to evaluate objectively, to understand common values of tourists, to take rules and expectations of tourists into consideration.
8	To be able to foresee the tourists needs and take due precautions, open to the changes.
9	To be able to represent the group, travel agent and country he/she lives in a good way.
10	Gains the ability of ensuring coordination with person, group or units within and outside the department,

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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

	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10
P1	2	2	2	3	2	3	3	2	3	3
P2	3	2	2	3	3	3	3	3	3	2
P3	3	2	2	3	3	2	2	2	3	2
P4	4	3	2	3	3	3	4	4	3	3
P5	3	3	3	3	2	3	3	3	5	3
P6	2	3	3	3	3	4	2	2	2	3
P7	4	3	3	3	2	3	3	3	2	2
P8	4	3	4	4	3	3	2	2	3	4
P9	2	3	2	2	2	2	2	3	2	2
P10	2	2	3	3	3	3	4	3	4	3
P11	5	4	5	4	4	4	4	4	4	4
P12	3	2	2	2	3	3	3	3	3	3
P13	2	3	2	3	2	2	2	2	3	2
P14	3	2	2	4	3	3	3	3	4	4
P15	2	2	2	3	2	2	2	2	2	3
P16	4	3	4	4	4	4	4	4	3	3

