



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Advertising and Graphical Design							
Course Code		HIT208		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	129 (<i>Hours</i>)	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		Advertising and graphic design strategies aimed to provide the login information. Students will gain the basic skills and practice about the advertising and graphical design							
Course Content		In general, the following information will be given: 1.The Marketing Concept 2. Introduction to Advertising and Advertising Environments 3. Advertising Graphic Applications and Examples							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecturer's Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Marketing Concept
2	Theoretical	Introduction to Advertising and Advertising Media
3	Theoretical	Advertising Strategy Development Process and Advertising Operating Process
4	Theoretical	Advertising Media Planning
5	Theoretical	Advertising Design and Examples of Advertising (Editorial Conference Presentation)
6	Theoretical	Advertising Graphics
7	Theoretical	Advertising Graphics Applications and Examples
8	Intermediate Exam	Mid-term
9	Theoretical	Advertising Graphic Elements - 1
10	Theoretical	Advertising Graphic Elements - 2
11	Theoretical	Advertising Graphic Elements - 3
12	Theoretical	Advertising Creation Process (Brief, Brainstorming, Sketch, Design Transition) 1
13	Theoretical	Advertising Creation Process (Brief, Brainstorming, Sketch, Design Transition) 2
14	Theoretical	Computer Based Advertising Design (Adobe Photoshop CS5)
15	Theoretical	Computer Based Advertising Design (Adobe Photoshop CS5)

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Lecture - Practice	14	3	1	56
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				129
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Understanding to the importance of advertising
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2	To practice with advertising items
3	Learn the advertising mix
4	To learn advertising strategies
5	To learn advertising media

