



## 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 Kitapevi, İstanbul

Week	Weekly Detailed Course Contents & Teaching Methods	
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	Theoretical	General review / 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

