



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |  |                      |   |   |                                |   |            |   |
|--|---|--|----------------------|---|---|--------------------------------|---|------------|---|
| Course Title                                     |   | Stylistic in Food and Beverage   |                      |   |   |                                |   |            |   |
| Course Code                                      |   | TUR525   |                      | Course Level  |   | Second Cycle (Master's Degree) |   |            |   |
| ECTS Credit                                      | 5 | Workload   | 127 ( <i>Hours</i> ) | Theory  | 3 | Practice                       | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | At the conclusion of the course students will be able to learn;<br>the concept of food styling, materials used in food styling, techniques used in food styling, food photography and food styling.  |                      |   |   |                                |   |            |   |
| Course Content                                   |   | This course consist of food styling and development of food styling, materials used in food styling, food styling and photography, techniques used in food styling, food commercials and photography and the points taking into account of food photography. |                      |   |   |                                |   |            |   |
| Work Placement                                   |   | N/A  |                      |   |   |                                |   |            |   |
| Planned Learning Activities and Teaching Methods |   |  |                      | Explanation (Presentation), Demonstration, Discussion |   |                                |   |            |   |
| Name of Lecturer(s)                              |   | Lec. Mehtap YÜCEL GÜNGÖR   |                      |   |   |                                |   |            |   |

### Assessment Methods and Criteria

| Method              | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1        | 20             |
| Final Examination   | 1        | 50             |
| Attending Lectures  | 1        | 10             |
| Assignment          | 3        | 10             |
| Term Assignment     | 2        | 10             |

### Recommended or Required Reading

|   |  |
|---|--|
| 1 | Food Styling & Photography, Alison Parks-Whitfield (dummies series), 2012. |
| 2 | Palate to Pixel, Helene Dujardin, 2011.                                    |
| 3 | Related Academic Articles.   |

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | Concept of food styling                      |
| 2    | Theoretical                     | Materials used in food styling               |
| 3    | Theoretical                     | Materials used in food styling               |
| 4    | Theoretical                     | Application fields of Food styling           |
| 5    | Theoretical                     | Methods and techniques used in food styling  |
| 6    | Theoretical                     | Methods and techniques used in food styling  |
| 7    | Theoretical                     | Food photography                             |
| 8    | Theoretical                     | Points take into account of food photography |
| 9    | Intermediate Exam               | Midterm Exam                                 |
| 10   | Theoretical                     | Evaluations for food photography             |
| 11   | Theoretical                     | Evaluations for food photography             |
| 12   | Theoretical                     | Food styling applications and shooting       |
| 13   | Theoretical                     | Food styling applications and shooting       |
| 14   | Theoretical                     | Discussions and evaluations                  |
| 15   | Theoretical                     | Discussion and Evaluation                    |
| 16   | Final Exam                      | Final Exam                                   |

### Workload Calculation

| Activity            | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory    | 15       | 2           | 2        | 60             |
| Assignment          | 3        | 5           | 0        | 15             |
| Term Project        | 2        | 10          | 0        | 20             |
| Midterm Examination | 1        | 10          | 1        | 11             |



|   |   |    |   |     |
|---|---|----|---|-----|
| Final Examination                       | 1 | 20 | 1 | 21  |
| Total Workload (Hours)                  |   |    |   | 127 |
| [Total Workload (Hours) / 25*] = ECTS   |   |    |   | 5   |
| *25 hour workload is accepted as 1 ECTS |   |    |   |     |

### Learning Outcomes

|   |   |
|---|---|
| 1 | To learn about food styling concept   |
| 2 | To learn about application fields of food styling                               |
| 3 | To learn about materials used in food styling                                   |
| 4 | To understand tips in food styling and food photography                         |
| 5 | To comprehend the importance of food and beverage styling in tourism marketing. |

### Programme Outcomes (Tourism Management Master)

|    |   |
|----|---|
| 1  | To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management. |
| 2  | To be able to analyze the socio-economic and the managerial problems both interactionally and separately  |
| 3  | To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.   |
| 4  | To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.   |
| 5  | To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.   |
| 6  | To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.                  |
| 7  | To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.                      |
| 8  | To be able to regenerate and develop constantly concerning the field participated in tourism businesses.  |
| 9  | To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.  |
| 10 | To be able to use at least one foreign language to follow the international tourism literature.   |
| 11 | To be able to share the developments related to departments of tourism establishment.   |
| 12 | To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.   |
| 13 | To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.  |
| 14 | To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.  |

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

|     | L1 | L2 | L3 | L4 |
|-----|----|----|----|----|
| P1  | 5  | 5  | 5  | 5  |
| P2  | 3  | 3  | 3  | 3  |
| P3  | 3  | 3  | 3  | 3  |
| P4  | 5  | 5  | 5  | 5  |
| P5  | 3  | 3  | 3  | 3  |
| P6  | 4  | 4  | 4  | 4  |
| P7  | 5  | 5  | 5  | 5  |
| P8  | 5  | 5  | 5  | 5  |
| P9  | 3  | 3  | 3  | 3  |
| P10 | 5  | 5  | 5  | 5  |
| P11 | 3  | 3  | 3  | 3  |
| P12 | 4  | 4  | 4  | 4  |
| P13 | 5  | 5  | 5  | 5  |
| P14 | 5  | 5  | 5  | 5  |

