



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Stylistic in Food and Beverage							
Course Code		TUR525		Couse 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; 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's Without Thesis)

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.

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

	L1	L2	L3	L4	L5
P1	4	4	4	5	4
P2	3	3	3	4	3
P3	4	4	4	3	4
P4	3	3	3	4	3
P5	4	4	4	3	4

