AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Visual Perception Psychology and Management					
Course Code		HİRY527		Couse Level	Second Cycle (Master's Degree)		
ECTS Credit	5	Workload	125 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To create theoretical and practical knowledge on visual perception and visual psychology.					
Course Content		Visual perception, visual psychology, visual aesthetics, reflection of culture on media, public relations and advertising practices are among the main topics. Visual analysis skills of the students are emphasized; visual, auditory and textual planes, visual presentation and perception studies are explained with examples.					
Work Placement		N/A					
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Case Study, Problem Solving				
Name of Lecturer(s)							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Arnheim, Rudolf (2015) Visual Thinking. Istanbul: Metis Publications
2	Uçar, Tevfik Fikret (2014) Visual Communication and Graphic Design, İstanbul: İnkılap Yayınları
3	Berger, John (2008) Ways of seeing. Translated by Yurdanur Salman. Istanbul: Metis Publications

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction
2	Theoretical	On Art, Craft and Design Industrial Periods, Design, Technology and Visual Production Forms (Photography, Film, Video, Writing, Graphics, etc.)
3	Theoretical	Defining Performance: Ritual and Play Concepts
4	Theoretical	Defining Design: The Relationship Between Aesthetics and Function
5	Theoretical	Performance and Ritual Concepts
6	Theoretical	Gestalt Principles and Perception Filters and Perception Threshold
7	Theoretical	Gestalt Psychology Applications
8	Intermediate Exam	Midterm Exams
9	Theoretical	Reading and Evaluation of Visual Perception Psychology and Interaction Concept
10	Theoretical	Subconscious Applications in Visual Industry
11	Theoretical	On Visual Aesthetics and Visual Effects Space, Time and Lookback Effect I
12	Theoretical	On Visual Aesthetics and Visual Effects Space, Time and Backward Effect II
13	Theoretical	Article Study I
14	Theoretical	Article Study II
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
			Total Workload (Hours)	125
			[Total Workload (Hours) / 25*] = **ECTS**	5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Describes the different Art and Design Movements
2	Will be able to explain the basic features of art and design movements
3	Görsel İletişim Tasarımı ürünlerini estetik bir kullanım dili ile toplumsal medya uygulamaları ile ilişkilendirebilecek
4	Learn the components of perception management.
5	Will be able to manage perception management processes.

Programme Outcomes *(Public Relations and Advertising Master)*

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

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	3	4	5
P2	5	5	5	5	5
P3	3	5	5	2	4
P4	4	4	4	4	5
P5	5	4	4	5	5
P6	4	4	5	5	4
P7	5	4	5	4	5
P8	3	4	5	5	
P9	2	5	4	5	4
P10	4	4	5	4	4