

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Course Details				
Code		Academic Year		Semester
KKW329		3		5
Title		T	A	L
Digital Media Lab 1				3
ECTS		6		
Language	Turkish			
Level	Undergraduate	x	Graduate	Postgraduate
Department / Program	Cultural and Communication Sciences			
Forms of Teaching and Learning	Formal			
Course Type	Compulsory	x	Elective	
Objectives	The aim of the course is to impart theoretical knowledge about the basics of media design, starting with a first draft, creating a concept and finishing it for printing.			
Content	In this course, theoretical knowledge about the basics of media design is imparted. Posters, brochures, etc. are also created in Adobe Photoshop and Adobe InDesign.			
Prerequisites				
Coordinator	Dr. Süleyman TÜRKOĞLU			
Lecturer(s)	Dr. Süleyman TÜRKOĞLU			
Assistant(s)	Res. Asst. M. Oğuzhan Güner			
Work Placement				
Recommended or Required Reading				
Books / Lecture Notes	<p>Fries, Christian (2016). Grundlagen der Mediengestaltung. München: Hanser Verlag.</p> <p>Mühlke, Sibylle (2016). Adobe Photoshop CC: Das umfassende Handbuch. Bonn: Rheinwerk Verlag.</p> <p>Schneeberger, Hans Peter/Feix, Robert (2018). Adobe InDesign CC. Das umfassende Handbuch. Bonn: Rheinwerk Verlag.</p> <p>Wünsch, Carsten/Schramm, Holger/Gehrau, Volker/Bilandzic, Helena (Hrsg.) (2014). Handbuch Medienrezeption. Baden- Baden: Nomos Verlag.</p>			
Other Sources				
Additional Course Material				
Documents				
Assignments				
Exams				
Course Composition				

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Mathematics und Basic Sciences		%
Engineering		%
Engineering Design		%
Social Sciences		%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge	100	%

Assessment

Activity	Count	Percentage (%)
Midterm Exam		
Quiz		
Assignments	4	30
Attendance	14	10
Recitations		
Projects		
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	4	56
Assignments	2	8	16
Presentation / Seminar Preparation			
Midterm Exam			
Recitations			
Laboratory			
Projects			
Final Exam	1	60	60
Total Work Load			174
ECTS Points (Total Work Load / Hours)			6

Learning Outcomes

1	Knowledge of basic concepts in the field of visual communication.
2	Acquire knowledge of media design.
3	Working with Adobe Photoshop and Adobe InDesign

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4	Creation of posters, brochures and magazines with graphic programs.
5	
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11	
12	

Weekly Content

1	Introduction to the digital media laboratory Learn to see a new Creativity and basic design
2	Visual characteristics of an image Structure of an image
3	Outline of information Basics of the conception Adobe Photoshop I
4	Adobe Photoshop II
5	Adobe Photoshop III
6	Adobe Photoshop IV
7	Adobe Photoshop V
8	Adobe Photoshop VI
9	Brainstorming Color in the design
10	Adobe Indesign I
11	Adobe Indesign II
12	Adobe Indesign III
13	Adobe Indesign IV
14	Adobe Indesign V
15	Presentation of the created media products, evaluation of the seminar

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1	3	3	3	3	3		
2	3	3	3	3	3		
3	3	3	3	3	3		
4	3	3	3	3	3		
5							
6							
7							

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8							
9							
10							
11							
12							
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High						
https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&curSunit=209							
Compiled by:	Res. Asst. M. Oğuzhan Güner						
Date of Compilation:	14.06.2022						