

T.C

ANTALYA AKEV UNIVERSITY

DEPARTMET OF COMMUNICATION AND DESIGN COURSE CONTENTS

FIRST YEAR

1.Semester Course Plan

ILT101 Basic Design I

ECTS: 9

It is divided theoretically and practically without a specific split line. This course is an application activity and a permanent quality in the design area. When the Basic Design course is examined as a concept, it will help students to achieve basic design principles that will help them in their expertise by taking design levels to a certain level.

ILT103 Art History I

ECTS: 5

In this course; the basic concepts of world art history from prehistoric times to the Industrial Revolution; chronological and simultaneous examination of the changes of art in the history of civilization and the reasons for these changes, together with the works of art belonging to the important civilizations of the world; It is aimed to introduce the basic concepts, movements, artists and important works of art in the history of art with slides and visual analysis.

ILT105 Photograph I

ECTS: 5

Within the scope of this course; Giving basic information for photography production such as history of photography, parts and functions of cameras, camera auxiliary tools and equipment, cameras according to their intended use, light, lighting, light sources, lighting principles, exposure meter and exposure principles, light sensitive materials, studio equipment. In addition to this, the rules of composition in photography are explained.

RTS101 Basic Concepts of Communication

ECTS: 5

The aim of this course; to have knowledge about the basic concepts of communication, the operation of the process, types and forms of communication; setting out what is necessary to ensure effective communication; It is the ability to analyze the historical development of communication and its current trends.

ATA101 Ataturk's Principles And History of Revolution I

ECTS: 2

The students' knowledge about the establishment process of the Republic of Turkey as a result of the National Struggle under the leadership of Mustafa Kemal Atatürk and the reform movements carried out within the framework of the search for a solution in the Ottoman Empire, which began to collapse in the face of political, economic, social and military problems, and the political events

during the transition from the Empire to the National State, were based on scientific foundations.

TUR101 Turkish Philology I

ECTS: 2

Understanding the structure of Turkish and basic grammar features, understanding the texts read properly, expanding the students' vocabulary. History and basic rules of Turkish, reading exemplary literary and scientific texts.

ING101 Basic English I

ECTS: 2

It is a basic course of learning English and its main purpose is to teach students to use your vocabulary and language rules in a practical way based on four skills. This course is more based on reading, comprehension, speaking and writing including basic English.

UNI111 Communication Culture And Society I

ECST: 2

To ensure that students benefit from the experiences of business people in institutions and organizations related to their field during their university education and to form their knowledge about business life. Communication Culture and Society course is held by inviting business people from institutions and organizations related to the student's field as guests. Your student; to get to know business life closely, to learn the hierarchical structure, responsibilities and relationships in institutions and organizations, to reinforce the knowledge and skills gained in the education-training process, and to acquire new knowledge and skills.

2.Semester Course Plan

ILT102 Basic Design II

ECTS: 9

It is divided theoretically and practically without a specific split line. This course is an application activity and a permanent quality in the design area. When the Basic Design course is examined as a concept, it will help students to achieve basic design principles that will help them in their expertise by taking design levels to a certain level.

ILT104 Art History II

ECTS: 5

Examining the place of art in the history of civilization. In this course; the basic concepts of world art history from prehistoric times to the Industrial Revolution; chronological and simultaneous examination of the changes of art in the history of civilization and the reasons for these changes, together with the works of art belonging to the important civilizations of the world; It is aimed to introduce the basic concepts, movements, artists and important works of art in the history of art with slides and visual analysis.

ILT106 Photograph II

ECTS: 5

Within the scope of this course, basic information for photography production such as parts and functions of cameras, camera auxiliary tools and equipment, cameras according to their intended use, light, lighting, light sources, lighting principles, as well as composition rules in the art of

photography are explained.

ATA102 Ataturk's Principles and History of Revolution II

ECTS: 2

The conditions under which the Turkish Republic was founded, Atatürk's great statesman, revolutionary personality and leadership, Atatürk's Principles and Revolutions carried out to raise the Turkish society to the level of contemporary nations, the political, social, economic and to enable them to obtain information about cultural developments and domestic and foreign political events. To contribute to their understanding of the Age they live in and the world they live in.

TUR102 Turkish Philology II

ECTS: 2

It is aimed to give information about the general features of sentence structures in Turkish, based on the natural functioning of the language, to the students studying at the associate and undergraduate level, and to improve the comprehension and expression skills of the students through written and oral expression practices.

KRP102 Career Planning

ECTS: 2

The aim of the Career Planning course is to guide our students so that they can determine their careers in accordance with their own intelligence, personality, knowledge, skills, abilities and competencies. Within the scope of the course; Awareness will be raised about these concepts, our Antalya AKEV University Career Center and its activities, where students can get support about their careers throughout their university life, will be introduced, the use of Talent Gate and how to benefit from it will be shown, and the opportunity to meet working life in different sectors will be offered.

ING102 Basic English II

ECTS: 2

English II course is a continuation of English I education and is a compulsory course at A1-A2 (beginner-upper) level. In this course, in addition to the parts of the three language skills (reading, writing, listening), it is aimed that the students will have basic level English communication skills with the language structures that people can use in life. It is maintained that they form a basic language proficiency by understanding the basic language structures, expressions and words used in the interiors. In addition, it is aimed to limit the elements of critical thinking and communication at a simple level.

ILT110 Media History

ECTS: 5

From the beginning to the present, it aims to transfer the development and history of the media from early tools such as murals, writing and the invention of the alphabet to new media technologies such as the internet and computer of the modern era.

UNI112 Communication Culture And Society II

ECTS: 2

To ensure that students benefit from the experiences of business people in institutions and

organizations related to their field during their university education and to form their knowledge about business life. Communication Culture and Society course is held by inviting business people from institutions and organizations related to the student's field as guests. Your student; to get to know business life closely, to learn the hierarchical structure, responsibilities and relationships in institutions and organizations, to reinforce the knowledge and skills gained in the education-training process, and to acquire new knowledge and skills

SECOND YEAR

3.Semester Course Plan

ILT201 Computer Aided Graphic Design I

ECTS: 5

In this course, applications will be applied to basic graphic design principles in the computer environment, including layout, drawing and software programs, books, magazines, brochures, banners, and so on to print string studies; solving problems with maths, graphics, image-content strings and features; and color graphics studies and model page creation.

ILT203 Film Production

ECTS: 5

In this course, students are intended to explore the strong link between cinema and advertising. It is aimed at learning advertising techniques, cinematic advertising creation processes and viral advertising development methods.

ILT209 News Gathering and Writing Techniques

ECTS: 5

To ensure that students have a master of the field of news gathering and writing, the basis of writing and collecting news, review of news samples, presentation of articles, teaching various types of news writing techniques and writing applications constitute the content of the course.

ILT211 Typography

ECTS: 5

To learn to use writing in graphic design programs. To care that students are an important part of design by having knowledge about fonts. To enable them to get to know the historical stages of typography, the fonts created by pioneer and master type designers, and to gain experience in reflecting them on their designs.

SOS101 Introduction to Sociology

ECTS: 5

To understand and explain the subject and concepts of sociology. To know and interpret sociological theories. To know and explain the issues that sociology deals with.

ING201 Basic English III

ECTS: 5

Students are targeted to be able to communicate in their social lives in English, express their feelings and thoughts, shop, talk about their condition during the disease process, and describe

addresses.

UNI211 Communication Culture And Society III

ECST: 2

To ensure that students benefit from the experiences of business people in institutions and organizations related to their field during their university education and to form their knowledge about business life. Communication Culture and Society course is held by inviting business people from institutions and organizations related to the student's field as guests. Your student; to get to know business life closely, to learn the hierarchical structure, responsibilities and relationships in institutions and organizations, to reinforce the knowledge and skills gained in the education-training process, and to acquire new knowledge and skills.

4.Semester Course Plan

ILT202 Computer Aided Graphic Design II

ECTS: 5

The course consists of creating vector and pixel-based graphics in the computer environment, analyzing and describing graphic application programs, performing quality control and identifying parameters that affect quality, examining system software, communicating between software and showing ways to interfere with the system, and creating vector and pixel-based graphics in the design.

ILT206 Semiotics

ECTS: 5

The main purpose of this course is to discuss the implementation of the demongesscience approach on different texts, which has an important place in communication research, and to improve a critical perspective.

ILT208 Sociology of Communication

ECTS: 5

The aim of this course is to discuss the social aspect of mass communication and its interaction with society. For this purpose, starting with the discovery of communication in social theory, theories that deal with the relationship of communication and news with society will be explained.

ILT210 Visual Culture

ECTS: 5

n this course; interaction of visual culture with people and society through visual communication, visual symbols, images, visual arts and visual media; also focuses on the analysis of visual texts.

UNI202 Introduction to Psychology

ECTS: 5

The aim of this course is to enable students to have knowledge about the psychological, cognitive, physiological and social foundations of behavior as well as basic psychology concepts and to help them develop their critical thinking skills.

ING202 Basic English IV

ECTS: 5

The aim of this course is to teach English grammar and sentence structures that may be necessary

for communication and design students.

UNI212 Communication Culture And Society IV

ECTS: 2

To ensure that students benefit from the experiences of business people in institutions and organizations related to their field during their university education and to form their knowledge about business life. Communication Culture and Society course is held by inviting business people from institutions and organizations related to the student's field as guests. Your student; to get to know business life closely, to learn the hierarchical structure, responsibilities and relationships in institutions and organizations, to reinforce the knowledge and skills gained in the education-training process, and to acquire new knowledge and skills.

THIRD YEAR

5.Semester Course Plan

ILT301 Mass Communication Theories

ECTS: 5

The main theories and theorists of mass communication; Discussing the media contents, media effects and the relationship between the media and society, and transferring the dominant theories of communication studies and mass communication research constitute the content of the course.

ILT303 Web Designing I

ECTS: 5

It is aimed that students experience the basics of web design in current graphics programs so that they can comprehend both theoretically and practically. Students reinforce their knowledge with sample projects by experiencing current programs used in the field of graphic design. Before and after the internship, they develop various projects in order to gain competence in the necessary technical and design approaches in the sector.

ILT313 Vocational English I

ECTS: 5

Students should have knowledge of the field of newspaper and magazine publications, and be able to create their own columns; It is aimed to understand the details of television and radio broadcasts and the preparation stages of the programs and to be able to edit with a critical perspective.

UNI311 Communication Culture And Society V

ECTS: 2

To ensure that students benefit from the experiences of business people in institutions and organizations related to their field during their university education and to form their knowledge about business life. Communication Culture and Society course is held by inviting business people from institutions and organizations related to the student's field as guests. Your student; to get to know business life closely, to learn the hierarchical structure, responsibilities and relationships in institutions and organizations, to reinforce the knowledge and skills gained in the education-

training process, and to acquire new knowledge and skills.

Elective Courses For 5th Semester

ILT305 Art, Culture, Society

ECTS: 5

The aim of this course is to uncover the relations of concepts and to enable the preparation of the theoretical infrastructure in the process, together with the determination of concepts of art, society and culture.

ILT309 Communication And Body Language

ECTS: 5

Within the scope of this course, students gain knowledge about the functions and use of body language within the framework of effective communication; It is aimed to acquire/develop the skills of using body language correctly and reading correctly.

ILT311 Critical Thinking

ECTS: 5

The aim of this course is to provide a basic understanding of critical thinking and to enable students to gain critical thinking skills. For this purpose, processes such as knowledge creation, scientific reasoning and logical reasoning will be introduced first; then the most common false reasoning processes and trends affecting rational thinking will be discussed; Finally, current ethical problems will be discussed.

RTS309 Advertising

ECTS: 5

It is considered as conveying the basics of advertising and conveying the concepts and processes in advertising. Basic information and examples about areas such as target audience, advertising campaigns, strategy, copywriting constitute the content of the course.

RT311 Light and Color

ECTS: 5

To examine the definitions about the concept of light and color from a certain perspective, to provide the formation of a theoretical infrastructure about the image through light and color theories, to examine the methods of use of light and color, to deal with the social equivalents of light and color and for what purposes, to discuss the interdisciplinary use of light and color. highlighting its value and supporting it with examples, and finally embodying the effect of light and color, which are considered as the precursors of the art of cinema, on the narrative form, and shaping it through the concept of style in the director's cinema.

RTS315 Editing

ECTS: 5

Within the scope of this course; Student's short film, documentary, news and video clip etc. It is aimed to be able to edit his own films and to make montages in every field of the sector very quickly, without errors and in the most appropriate way. The student who learns this software will be able to use other software easily.

6.Semester Course Plan

ILT302 Internship

ECTS: 2

Students have the opportunity to consolidate and observe what they have learned during university education in practice in institutions in the sector. Students gain experience of working in media, mass communication, advertising, and learn new information by observing their work life

ILT304 Web Designing II

ECTS: 5

Students' experience in current graphics programs to understand the web design at an advanced level, both theoretical and practical, constitutes the content of the course.

ILT306 New Media

ECTS: 5

The aim of this course is to communicate the key approaches to the relationship of media, media content and human and media that are transformed together with new communication technologies and the digital age. For this purpose, the development of new media, the transformative impact on communication and what changes it has caused in society will be discussed.

ILT318 Vocational English II

ECTS: 5

The aim of this course is to teach the English equivalents of the concepts in the branch courses of communication design students.

UNI312 Communication Culture And Society VI

ECTS: 2

To ensure that students benefit from the experiences of business people in institutions and organizations related to their field during their university education and to form their knowledge about business life. Communication Culture and Society course is held by inviting business people from institutions and organizations related to the student's field as guests. Your student; to get to know business life closely, to learn the hierarchical structure, responsibilities and relationships in institutions and organizations, to reinforce the knowledge and skills gained in the education-training process, and to acquire new knowledge and skills.

Elective Courses For 6th Semester

ILT308 Text Writing

ECTS: 5

To teach students basic text writing techniques and to provide writing skills.. The key criteria, techniques and tools of good text writing will be discussed, and text writing practices will be included in various areas of communication.

ILT316 Sociology of Art

ECTS: 5

In the interest of the proposed development of the historical adventures of sociology and art in the common denominator and direction, sociological attitudes are thought to be the integrity and class

struggles at the heart of the art, and in summary, the existence of a class structure is drawn to attention.

RTS308 Popular Culture

ECTS: 5

It is determined as the concept of popular culture and the transfer of popular culture discussions and the transfer of communication studies and the relationship between popular culture.

RTS310 Gender And Media

ECTS: 5

Understanding the concept of gender and its ideological roots; In this context, it is aimed to analyze the effect of media texts and to comprehend the importance of these studies in terms of communication studies.

RTS312 Sound Design

ECTS: 5

The active role of sound in the creation of the narrative and the completion of the mise-en-scene allows it to be examined separately. At this point, within the scope of the course, the definition of the concept of sound and the examination of sound types are accepted as the starting point of the lesson plan, and then the recording forms of the sound, which is called a material, are emphasized.

RTS318 Digital Image Techniques

ECTS: 5

Enable students to use digital image applications effectively. To place digital interaction with image on a floor within the course activities and to emulate transformation from traditional structure through image with applications is the outline of the course.

FOURTH YEAR

7.Semester Course Plan

ILT413 Vocational English III

ECTS: 5

Students should have knowledge of the field of newspaper and magazine publications, and be able to create their own columns; It is aimed to understand the details of television and radio broadcasts and the preparation stages of the programs and to be able to edit with a critical perspective.

ILT415 Research Methods

ECTS: 5

o provide students with the knowledge and skills related to scientific research in the field of social sciences; to equip with the ability to plan, write and present scientific research and evaluate the rules to be followed in this process.

ILT417 Graduation Project I

ECTS: 5

Students prepare a project with the theoretical and applied knowledge they have acquired during

their university education.

UNI411 Communication Culture And Society VI

ECTS: 2

To ensure that students benefit from the experiences of business people in institutions and organizations related to their field during their university education and to form their knowledge about business life. Communication Culture and Society course is held by inviting business people from institutions and organizations related to the student's field as guests. Your student; to get to know business life closely, to learn the hierarchical structure, responsibilities and relationships in institutions and organizations, to reinforce the knowledge and skills gained in the education-training process, and to acquire new knowledge and skills.

Elective Courses For 7th Semester

GAS413 Gastro-Culture And Media

ECTS: 5

The relationship between the science of gastronomy and the media is explained to the students and the representation of food, which is a culture and meaning carrier, in the media is expressed with examples.

ILT403 Aesthetic

ECTS: 5

Given the irreparable relationship of esthetic concept with art, the social and socio-economic dimensions of the concept were needed to be evaluated within the course and the interests of the ruling structures related to art and indirectly esthetic are to be resolved within the course.

ILT405 Advertising Campaign

ECTS: 5

Develop students' ad campaign skills. The key criteria for creating an ad campaign will be transferred, ad campaigns will be discussed with examples, and students will prepare and implement their own advertising campaign.

ILT407 TV Program Production And Management

ECTS: 5

The purpose of this course is to transfer the basic principles and techniques of program production processes for television. In this course, students are targeted to dominate the main processes of television program production and directing.

ILT409 Intercultural Communication

ECTS: 5

Communication issues in the context of different cultural practices and cultural differences and existing theories and researches in this field constitute the content of the course.

ILT411 Digital Culture

ECTS: 5

The relationship between social media and new media, which can be considered as outputs of digital culture, and digital culture is discussed, and this attitude is discussed in a straight line from McLuhan to Castells. As a result, a return to the concept of digital culture is planned through the

culture industry and Red! With the movie, there are conversations about the role of digital culture in social life.

ILT421 Communication Law

ECTS: 5

Within the scope of the course, basic legal information, communication law and international declarations and contracts in this area and basic rights and freedoms will be transferred, as well as national laws.

8.Semester Course Plan

ILT404 Communication Ethics

ECTS: 5

The main purpose of this course is to question the existence and importance of the concept of ethics in communication processes by discussing it in the light of different perspectives in the historical context.

ILT416 Vocational English IV

ECTS: 5

The aim of this course is to ensure that the concepts related to the fields of communication and design students are taught in English.

ILT418 Graduation Project II

ECTS: 5

Students prepare a project with the theoretical and applied knowledge they have acquired during their university education. Students will be guided to write projects using their theoretical knowledge, to produce using their practical knowledge, and to produce original studies with their knowledge of research methods.

UNI412 Communication Culture And Society VI

ECTS: 2

To ensure that students benefit from the experiences of business people in institutions and organizations related to their field during their university education and to form their knowledge about business life. Communication Culture and Society course is held by inviting business people from institutions and organizations related to the student's field as guests. Your student; to get to know business life closely, to learn the hierarchical structure, responsibilities and relationships in institutions and organizations, to reinforce the knowledge and skills gained in the education-training process, and to acquire new knowledge and skills.

Elective Courses For 8th Semester

ILT406 Packaging Design And Techniques

ECTS: 5

To communicate the basic principles and processes of packaging design. The course aims to educate students on packaging samples, packaging design and packaging manufacturing techniques.

ILT410 Building A Brand**ECTS: 5**

To ensure that students gain basic knowledge of brand creation. The course aims to ensure that students have sufficient skills in the process of creating brands, positioning the brand, image of the brand, value, size and impact of the brand.

ILT412 Contemporary Art**ECTS: 5**

To gain a general understanding of contemporary art. To communicate the relationship of contemporary art and cinema currents within the historical process.. It is the content of the course that we discuss contemporary art streams periodically by interacting with each other and monitor the effects of these currents through examples.

ILT414 Portfolio Design and Presentation Techniques**ECTS: 5**

Effective portfolio preparation and presentation techniques. The necessary information about how students should prepare and present their portfolio of their own work and work forms the content of the course.

RTS408 Social Psychology and Cinema**ECTS: 5**

It is about creating a conceptual plan in the social psychology axis and trying to uncover the relationship of social psychology with cinema science. In addition, the way in which theories related to social psychology and examples from world cinemas are used in cinema are considered another element to be evaluated in the scope of the course.

RTS412 Venue Design and Costume**ECTS: 5**

The site design and costume course uses the working principles of cinema, television, advertising and the role of the relevant design in the direction of cinematic narrative.