Course Syllabus

Code - Course Title	**GRA427 - Advertising Graphic**
Course Type	VIII. SEMESTER
Laboratory + Practice	2+2
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Course
Course Instructor(s)	ÖĞR. GÖR. BENGİSU KELEŞOĞLU

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Meeting and explanation about the course	
Week - 2		Discussing about the ideas and concepts on the skeches of the first project	
Week - 3		Working on the designs	
Week - 4		Final touches on the project	
Week - 5		Second project	
Week - 6		Discussing about the ideas and concepts on the skeches of the second project	
Week - 7		Working on the designs	
Week - 8		Final touches on the project	
Week - 9		Third project	
Week - 10		Discussing about the ideas and concepts on the skeches of the third project	
Week - 11		Working on the designs	
Week - 12		Final touches on the project	
Week - 13		Fourth project	
Week - 14		Discussing and valuating the results of the project with the participation of whole class	

Learning Outcomes

#	Learning Outcome
1	edit the relation between advertising graphic and target group
2	use convenient techniques and methods to visualize the solution.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
Final Exam	1	40
Homework	1	30
Project	1	30
	Sum (%)	**100**