Course Syllabus

Code - Course Title	**GRA367 - Graphic Design III**
Course Type	III. SEMESTER
Laboratory + Practice	4+4
ECTS	**8.0**
Language of Instruction	Türkçe
Course Type	Required Program Workshops
Course Instructor(s)	PROF. DR. SUZAN DUYGU ERİŞTİ

Mode of Delivery	Face to face
Prerequisites	This course has no prerequisites.
Courses Recomended	There are no lessons related with the suggested lesson.
Recommended Resources	Erişti, S. D. (2022). New Media and Visual Communication Design, Pegem Akademi Publications, Graff M. & Güney, A. (2022). Art and Cultural Management, Ketebe.Convergence Culture: Where Old and New Media Collide (Hardcover) by Henry Jenkins (shelved 8 times as new-media) — published 2006New Media: A Critical Introduction (Paperback) by Martin Lister (shelved 5 times as new-media) — published 2003Remediation: Understanding New Media (Paperback) by Jay David Bolter (shelved 4 times as new-media) — published 1998The New Media Reader [With CDROM] (Hardcover) by Noah Wardrip-Fruin (Editor) (shelved) 4 times as new-media) — published 2003Cognitive Surplus: Creativity and Generosity in a Connected Age (Hardcover) by Clay Shirky (shelved 4 times as new-media) — published 2010The Cluetrain Manifesto (Paperback) by Rick Levine (shelved 4 times as new media) — published 2000
Work Placement	no

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Visual Message Language and Digital Media	
Week - 2		New Media Content Design Process Based on Graphic Design Components	
Week - 3		Configuring Interactive Graphic Design Process in Digital Media	
Week - 4		Strategy Development Based on Digital Media Graphic Message Processes	
Week - 5		New Media Aesthetics and Design	
Week - 6		Creating Interaction Based on New Media Aesthetics	
Week - 7		Midterm exam	
Week - 8		Questioning the Possibilities of New Media Oriented Expression Language: Coding	
Week - 9		Questioning the Possibilities of New Media Oriented Expression Language: Coding, Gamification	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Questioning the Possibilities of the New Media-Oriented Expression Language: Coding, Gamification, Constructing Interaction	
Week - 11		Questioning Digital Media Oriented Expression Language and Possibilities: Creating a continuity of interaction and symbiosis	
Week - 12		Projecting New Media-Based Content Configuration Process	
Week - 13		Projecting and presenting the content structuring process based on new media	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Explain the new media content production process and its components.
2	Constructs conceptual narrative based on digital media content.
3	It generates creative digital media interaction and visual message ideas.

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 (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**