Course Syllabus

Code - Course Title	**GRA427 - Advertising Graphic**
Course Type	VII. SEMESTER
Laboratory + Practice	2+2
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DOÇENT ÇAĞLAR OKUR

Mode of Delivery	The mode of delivery of this course is Face to face
Place of Delivery	On Campus
Used Educational Platforms	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.
Recommended Resources	Ads of the World. (n.d.). Ads of the World: Creative advertising archive. https://www.adsoftheworld.com
Work Placement	N/A
Aims of the Course	This course aims to develop students' theoretical knowledge and practical skills in the field of advertising graphics. Original design solutions are developed within the framework of advertising communication, creative thinking, conceptualization, and visual storytelling processes. It is intended that students develop creative, aesthetic, and functional advertising designs by evaluating the relationships between the target audience, the message, and the visual language.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Presentation of the course content, general expectations for the semester, and the grading system. Assignment of the first project.	
Week - 2		Discussion and development of initial sketches and ideas	
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	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
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	Uses convenient techniques and methods to visualize the solution.
2	It examines the communication and interaction established between brands and users.
3	Develops creative ideas in line with the brand identity and advertising message.
4	Produces original advertising projects through photography, film, and video.

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	2.00	14	28
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	2.00	14	28
Ödevler	5.00	3	15
Proje - Rapor - Sunum Hazırlama	12.00	2	24
Ara Sınav Hazırlığı (sınav süresi dahil)	0.00	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	3.00	1	3
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	2.00	7	14
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**4.5**

Assessment Method and Passing Requirements

✓ Project ✓ Homework