Course Syllabus

Code - Course Title	**YMİ102 - Visual Culture and Storytelling**
Course Type	II. SEMESTER
Laboratory + Practice	2+2
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	

Mode of Delivery	This course is conducted only in the form of face to face education.
Recommended Resources	Frascara, J. (2004) Communication Design: Principles, Methods, and Practice. New York: Allworth Press.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		History of Design and the Importance of Visual Design in Different Sectors	
Week - 2		Basic Design Principles I: Balance, Hierarchy, Alignment, Contrast, Visual Perception and Gestalt Principles	
Week - 3		Basic Design Principles II: Color Theory and Psychology, Creating Composition	
Week - 4		Typography and Designing with Text	
Week - 5		Designing for Digital Platforms	
Week - 6		Visual Language According to Media Types	
Week - 7		Information Design and Visual Presentation	
Week - 8		Evaluation of Infographic Examples	
Week - 9		Logo and Brand Design	
Week - 10		Developing Visual Identities for Brands	
Week - 11		Evaluation of Logo Examples	
Week - 12		Ethics, Copyright, and Responsibility in Design	
Week - 13		Enhancing Creativity in Visual Design	
Week - 14		Presentation and Evaluation of Final Projects	

Learning Outcomes

#	Learning Outcome
1	Define and apply basic design principles such as balance, hierarchy, alignment, contrast, color theory, and composition.
2	Create visual designs suitable for various digital media formats and platforms.
3	Use typography effectively in visual communication by selecting appropriate typefaces and layouts.
4	Analyze and produce visual content tailored to different media types such as print, television, and digital platforms.
5	Design information graphics (infographics) that convey complex data clearly and aesthetically.
6	Demonstrate ethical awareness in design by respecting copyright regulations and using licensed visual resources properly.

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.