Course Syllabus

Code - Course Title	**İLT310 - Visual Literacy**
Course Type	III. SEMESTER
Laboratory + Practice	2+2
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. HALİT TURGAY ÜNALAN, DOÇ. DR. CAN CEMAL CİNGİ

Mode of Delivery	This course is conducted only in the form of face to face education.
Recommended Resources	*http://www.pomona.edu/Academics/courserelated/classprojects/Visual-lit/intro/soundicon.gif *http://www.poynterextra.org/cp/index.html *Dondis, Donis A. (1974) A primer of visual literacy.
Work Placement	Not Applicable

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The concept of visual literacy	
Week - 2		Basic visual elements; dot, line, shape, form, dimension, texture, color, scale, proportion.	
Week - 3		Basic visual elements; dot, line, shape, form, dimension, texture, color, scale, proportion.	
Week - 4		Perception and association, Gestalt teories in visual perception.	
Week - 5		Elements of visual dynamics; color, contrast, dimension, balance, contrast, rhythm , proportion, harmony.	
Week - 6		Elements of visual dynamics; color, contrast, dimension, balance, contrast, rhythm, proportion, harmony.	
Week - 7		The anatomy of a visual message	
Week - 8		Visual techniques: The communication strategies.	
Week - 9		Visual interpretation and explanation on the samples	
Week - 10		A sample application	
Week - 11		A sample application	
Week - 12		A sample application	
Week - 13		A sample application	
Week - 14		A sample application	

Learning Outcomes

#	Learning Outcome
1	Explains the basic concept of visual literacy.
2	Restates the techniques and the characteristics of a visual message.
3	Applies the knowledge of visual literacy at a basic level.
4	Designs a visual message on the computer.

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.