Course Syllabus

Code - Course Title	**GRA505 - Advertising Design Project-I**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROFESÖR TEVFİK FİKRET UÇAR

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	1. Barry, P. (2016). The advertising concept book: Think now, design later (3rd ed.). Thames & Hudson. Thames & Hudson2. Landa, R. (2021). Advertising by design: Generating and designing creative ideas across media (4th ed.). John Wiley & Sons. Advertising by Design3. Sullivan, L. (2022). Hey, Whipple, squeeze this: The classic guide to creating great advertising (6th ed.). John Wiley & Sons. Hey Whipple, Squeeze This
Work Placement	N/A
Aims of the Course	The aim of this course is to enable students to develop original, creative, and effective advertising designs in line with target audiences, brand identity, and marketing objectives by grasping the fundamental principles of advertising communication. Within the scope of the course, it is intended that students understand the functions of advertising in providing information, creating awareness, persuading, and directing consumer behavior, and that they produce conceptual and visual solutions geared toward these objectives. Particularly in projects conducted through magazine advertisements, the goal is for students to create striking and memorable visual messages that strengthen brand value by utilizing allegorical, metaphorical, and symbolic narrative possibilities. By employing design approaches that emphasize the communicative power of the visual image over verbal explanations, the course aims to enhance students' skills in strategic thinking, creative idea development, and visual problem-solving.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Advertising	
Week - 2		Group discussion about Advertising Campaigns examples.	
Week - 3		Group discussion about Advertising Campaigns examples.	
Week - 4		Group discussion about students' selected Advertising Campaigns examples.	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 5		Group discussion about students' selected Advertising Campaigns examples.	
Week - 6		Assigning a project, teaching how to use briefing and researches.	
Week - 7		Working on the first idea sketches.	
Week - 8		Working on the first idea sketches.	
Week - 9		Working on the marker sketches.	
Week - 10		Working on the images, image processing.	
Week - 11		Working on the Advertising campaing Lay-outs	
Week - 12		Working on the Advertising campaing Lay-outs	
Week - 13		On-screen presantations of all projects and group discussions.	
Week - 14		Presantation and evaluation	

Learning Outcomes

#	Learning Outcome
1	Capable of applying their creative ideas to institutions and companies that produce goods or services.

Sustainable Development Goals

✓ Quality Education

Course Theme

✓ Media, Design and Creative Arts ✓ Innovation Skills

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	5.00	6	30
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0.00	0	0
Ödevler	10.00	10	100
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0.00	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0.00	0	0

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	4.00	4	16
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**6.0**

Assessment Method and Passing Requirements

✓ Project ✓ Presentation

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**