Course Syllabus

Code - Course Title	**GRA506 - Advertising Design Project-II**
Course Type	II. 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. Altstiel, T., Grow, J. M., Augustine, D., & Jenkins, J. L. (2022). Advertising creative: Strategy, copy, and design (6th ed.). SAGE Publications. Sage Publications2. Pricken, M. (2008). Creative advertising: Ideas and techniques from the world's best campaigns (Rev. ed.). Thames & Hudson. WorldCat.org
Work Placement	N/A
Aims of the Course	The aim of this course is to enable students to advance the knowledge and skills acquired in the Advertising Design Project I course and to develop strategic, conceptual, and creative approaches in advertising communication. Within the scope of the course, it is intended that students conduct in-depth analyses of the relationships between target audience, brand identity, advertising strategy, and visual communication, and transform original advertising ideas into holistic and effective design solutions. The course aims for the advanced use of allegorical, metaphorical, and symbolic narrative methods, the exploration of the possibilities of various visual communication media, and the creative, consistent, and effective structuring of advertising messages. Students are expected to independently manage the processes of research, conceptualization, visual problem solving, and design development, and to evaluate their produced solutions from a critical perspective. Accordingly, the goal is for students not only to produce individual advertising designs but to become proficient designers capable of developing original and holistic advertising projects that support brand value and adapt a strong creative idea to different communication environments.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Brief about 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.	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 5		Group discussion about students' selectedAdvertising Campaigns examples.	
Week - 6		Assigning a project, teaching how to use brief and researches.	
Week - 7		Working on the first idea sketches.	
Week - 8		Working on the first idea sketches.	
Week - 9		Working on the first idea 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 and group discussions.	
Week - 14		Presantation and evaluation of the projects	

Learning Outcomes

#	Learning Outcome
1	Capable of analyzing the advertising brief received and utilizing it within a creative project.

Sustainable Development Goals

✓ Quality Education

Course Theme

✓ Media, Design and Creative Arts

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	3	9
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0.00	0	0
Ödevler	10.00	9	90
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.)	7.00	7	49
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**6.0**

Assessment Method and Passing Requirements

✓ Project ✓ Homework