

TC.

İSTANBUL TİCARET ÜNİVERSİTESİ

İLETİŞİM FAKÜLTESİ

2020-2021 EĞİTİM ÖĞRETİM YILI

GÖRSEL İLETİŞİM TASARIMI LİSANS PROGRAMI İNGİLİZCE DERS İÇERİKLERİ

FIRST SEMESTER/FALL

Introduction to Communication Sciences

The main purpose of the course is to explain the relationship of communication, which is an interdisciplinary science, with other sciences. In this context, the definition of the concept of communication, its history, basic terminology and main schools are emphasized within the scope of the course. Interpersonal communication, group communication, mass communication, the functioning of organizational communication are examined in the axis of basic concepts and theories. It is aimed that students comprehend the basic concepts and theories related to communication science.

Graphic Design Applications 1

The relations between the programs used in the graphic design process and their effects on the printing process will be explained. Later, the operating logic and basic functions of the Photoshop program will be explained with sample applications, and the student will be able to intervene in a digital image and perform various manipulations.

Introduction to Cinema

The aim of the course is to comprehend the basic principles of cinema. It consists of training with a correct perspective in the design of the content of the visual representation. With this course, it is aimed to introduce them to the discipline of education and to master the basic concept of cinema. A basic framework such as movement, script, film locations is drawn.

Turkish Language I

The main purpose of the course is to apprehend the history and fundamental rules of Turkish language, also reading exemplary literary and scientific texts.

General English I

In this course, students will be able to use the most basic patterns in daily conversations. Also, they are going to be able to introduce themselves with the adjectives that they have learned. Afterwards, they will be able to express their character traits. They will be able to communicate through using the language they have learned. Furthermore, they are going to be able to follow conversations and discussions on current issues. They will be able to read, understand and

interpret certain texts in the language that they have learned. In addition to that, they will be able to organize written texts using the patterns that they have learned.

Ataturk's Principles and History of Revolution 1

The course includes topics related to the collapse of the Ottoman Empire, the National Struggle and the Republic period Turkey.

Forms of Basic Expression and Visualisation

The course will discuss the basic concepts of art, art, artist relations truths will be questioned and aesthetic expression. In this context, film and other performing arts, on the basis pictures, theater, cinema, visual, textuality, drama, tragedy, comedy, melodrama such concepts will be discussed and the historical development and film applications reflection forms a critical and comparative perspective will be taken

Basic Photography

In this course, advices for first shooting will be given exposing, writing photo-interview, watching exterior shooting, reading photography. Moreover, the students will be informed of cameras, objectives, filters, film and digital technology, light (optic) and scales, viewpoint, background and also the examples of photography history.

SECOND SEMESTER/SPRING

Communication and Media History

From the 19th century to the present, the birth and development of mass media, such as newspaper-cinema-radio-television-internet, are narrated and covered within the framework of the role that they play in social life and economic-political-technological evolution.

Philosophy of Communication

This course, which aims to explain the emergence process and development tendency of the basic intellectual resources of the philosophy of communication, helps students to maintain the intellectual dimension of communication by providing a philosophical basis.

Classical Narrative Cinema

In this course, the tradition of narrative films, which is one of two main trends that shaped film history, will be followed and the period of classical cinema will be examined. In this context, the first narrative films made in the silent era will be observed. The main filmmakers of early cinema such as Meliés, Pathé Brothers, Porter, Griffith will be explained. Then, comedy genre and its masters will be mentioned. Short and feature films from comedians such as Mack Sennett, Harold Lloyd, Buster Keaton, and Charlie Chaplin will be examined. Then, storytelling tradition in early cinema will be explained with films from German, Italian and Soviet cinema. At last, transition to talkies, narrative films and genres of sound cinema will be reviewed.

Abstract Photography

The student, who has received the basic photography education, will be acquainted with the way photography can create a separate graphic language in itself. They will both become acquainted with the concept of abstract art more closely with the images they will reveal by applying various techniques and methods in an unusual way, and they will gain competence in creating the graphic integrity of an image.

General English II

In this course, students will be able to use the most basic patterns in daily conversations. Also, they are going to be able to introduce themselves with the adjectives that they have learned. Afterwards, they will be able to express their character traits. They will be able to communicate through using the language they have learned. Furthermore, they are going to be able to follow conversations and discussions on current issues. They will be able to read, understand and interpret certain texts in the language that they have learned. In addition to that, they will be able to organize written texts using the patterns that they have learned.

Ataturk's Principles and History of Revolution 2

The course evaluates the phases of the Republic of Turkey since its foundation, its relations with other countries, and the attempts to reach modern civilization.

Turkish Language II

The course aims to acquire the ability to express correctly, properly and pleasantly in oral and written expression.

Graphic Design Applications II

It will be instructed, in basic level, Photoshop program that the students need in a variety of fields such as design, montage, animation, and Indesign program which used on the desktop publishing. Also it will be performed simple applications to use some of the basis devices (digital camera, scanner, delineascope) that are used computer-aided planning and presentation.

THIRD SEMESTER/FALL

Classical Turkish Cinema

In this course, Turkish cinema from its beginning to the 90s will be examined with main periods, filmmakers and films. Films made in the Ottoman era will be followed by the cinema of the Republic period. In this context, the Theater Players era and Muhsin Ertuğrul's films will be discussed. Then, the Transition Years, the Filmmakers Period, Yeşilçam and the 70s will be evaluated in the context of main cinematic events and leading films. Finally, Turkish Cinema of 80s and some part of 90s will be explained.

Film and Animation History

Following the development process since the first films of cinema history and discussing the integration of film and animation and understand the meaning of this integration by the problematic of film and reality. Building a perspective by making analyses and comparisons between classical film examples and digital age examples.

Basic Principles of Editing

In the first part of this course which will be composed of two parts, the theoretical and intellectual approaches to editing are examined and their effects on the cinema practice are inspected. In the second part, while observing the approaches and principles that should be paid attention in the general editing process from the preparation phase to the active editing moment and the end, we will start learning how to use an editing program.

Camera Using Techniques

The basic principles of using the camera and the elements in close relation with the camera with technical skill, aesthetic richness and ethical understanding will be studied with these techniques and the styles that can be formed with technical, aesthetic and ethical integrity; the dimensions of visual language and auditory possibilities will be examined and questioned within the course.

Script Writing Technics

Basic forms of expression and representation, ways of thinking, drama, art approaches, staging theories, methods for developing creative thinking are the contents of this course. After the basic information for the development of creative thinking creative writing techniques will be discussed in this course.

Vocational Education Studies

What are my interests? What kind of skills do I have? What opinion do I have? What jobs fit my skills? What I need to be competitive? Resumes, networking, interviews include in this course.

Typography I

One of the essential elements of effective visual communication is an understandable, holistic and functional typographic approach. When fully exploited, typographic design facilitates the transfer of ideas, improves our visual environment, and enriches our aesthetic sensibilities. This field will be studied in both printed and digital media, and the rich history of this area will be discussed together with current issues and approaches. The course content will include topics such as typography terminology, font history, logos, composition, hierarchy, grid, page and layout design.

Graphic Design 1

By focusing on digital formats, throughout the course, students will be able to understand the basic technical and theoretical approaches in the graphic design process and to examine the wide range of contemporary communication and to produce practical products focused on graphic design in the digital environment.

Sound in Cinema

Sound in cinema is often lagging behind the Cinematographic aesthetic; both theoretically and practically, have not been adequately studied. Especially in countries like ours we can see this situation more clearly on the sound works in films that are produced more clearly. In the course, students will be introduced to the basic recording environment for films after the basic structure of the sound phenomenon, the principles will be introduced, and they will gain competence by practicing what they should be careful about when using them; how they will process the sounds they produce in digital media, and how to combine them with effects and other tools.

FOURTH SEMESTER/SPRING

Film Producing and Directing

Course Objective: as applying the cinematography minimally, which is the foundation of the visual arts, to reinforce the identity of the artist with a view that has the equipments required by the industry but will be internationally valid.

Course Content: The course will focus on the subject, purpose, story development, synopsis, training, scenario writing, dialogue, character analysis, costume, detailed budgeting, shooting scenario, technical equipment, space, photography, art management, actor rehearsal.

Digital Editing Techniques

The aim of this course is to equip students with the skills of properly and pertinently combining video and sound from rough cut to fine cut by effectively using major tools in a given digital environment. In addition to gaining the skills of combining video and sound, the students will also be introduced to basic skills of creating sound effects, text and applying color correction and graphics for edited elements.

Cinematography

In close connection with the other elements of filmmaking, Cinematography is the main element, which, in technical and aesthetic coherence, shapes the visual style of a film. Throughout the course, the students will top up the introductory technical and aesthetic skills they obtained in the previous semesters by specifically gaining competence in the components of camera and lighting; related equipment and accessories, and thus, by the end of the semester, they will have had case-specific insights and skills for the creation of appropriate and creative visual style.

Documentary Cinema

In this course which will be run through comparisons with the contemporary examples in a historical context, it is aimed to push students towards understanding the relationship with realism and truth that Documentary films deal with different than fiction films; thus they will be able to grasp Documentary films 'place and importance in Cinema history, their difference from and relationships with other narrative forms, and some documentary currents and examples.

Authorship Workshop

In this course, students' idea creation, interpretation, criticism and storytelling ability, to improve the texts will be discussed, debated, and various news sources contained in the actual events by interpreting that will be created an original idea around again to compose and storyline asked to be. To create the history of film, short stories, poems, historical and current events, short theater plays and novels will be evaluated and students will be required to write a short film script. Students are also written in various narrative feature film type scenario to examine and evaluate.

Typography II

Develop an understanding of the basic terminology of typography and the historical origins of typographical terms and concepts. Also this course will consider the application of typography in both print and digital formats. Course content will include modules on the terminology of typography; choosing typefaces; basic conventions; composition; grids and hierarchy; getting the details right; typographic systems; and even typeface design.

The Theory of Film

Definition and history of film theories, classical and modern film theories, main film theorists, theoretical view to the image.

Graphic Design 2

By focusing on digital formats, throughout the course, students will be able to understand the basic technical and theoretical approaches in the graphic design process and to examine the wide range of contemporary communication and to produce practical products focused on graphic design in the digital environment.

FIFTH SEMESTER /FALL

Film Genres

In this course, the classic film genres such as comedy, thriller, western, musical and noir film; and alternative genres such as avant-garde and experimental film will be discussed by analyzing their manner of telling and aesthetical features. The development process and popular periods of cinema will be told in parallel with social and technological transformations. The subjects will be supported by the cases.

Effective Design I

Motion graphics and effective design 'being the most dynamic practices of audiovisual productions aside, they are one of the most intensively interwoven production types of different practices. Throughout the first semester classes, the principles, which are the base of this production type, will be analysed with students and the students will gain some basic skills of creating effective designs.

Film Movements

In this course, notable film movements as realism, expressionism, surrealism, dadaism, new-realism, new-wave .etc. will be examined with their main examples and film-makers and discussed in the context of film language's evolution throughout film history.

Internship 1

Internship 1 offers students a period of practical experience the industry relating to in the field of visual communication design.

Film Music

The course will be analyzing music and sound usage in film from starting with right the advent of cinema to the cinema today. the course will also delve into some theoretical discussions regarding sound usage in film so that the students could reinforce their interprations of films.

Reading Films I

How to read a movie; how can we approach a film text, what sort of tools we use to read a film as necessary, whether there is a basic approach that we can use for all the movies literally, or each film is going to be driven by specific questions such as putting their own unique thinking tools into action. In the course, students can use the most basic approach to the most complex of its forms; will be introduced to film interpretation methods and techniques using the approaches of various schools of thought in daily newspaper criticism, detailed film analysis and academic writing.

Cinema of Politics I

Cinema has always been a medium in which 'politics' and 'ideological' approaches from the outset have been extensively represented. From the mainstream cinema of Hollywood which is not at all politicised, to the cinematography of the most creative examples of the Berlin Wall before Eiseinstein, Vertov and Pudovkin to Soviet and Eastern Balkan countries 'Socialist Realism' or 'Socialist' and the oppressed voices in these countries; From the cinema of the Third World countries of exploitation and colonialism to the contradictory so-called oppositional cinemas of today's Global Doctrines, films are always an occasion to openly and sometimes openly express the possibility of representing politics and ideology in the most creative way. In the course of a two-semester course, the history of this representation is examined and analyzed with its specific examples and periods, and the politics, ideology, power, power, propaganda, oppressed, meddles, protest, will also be examined with sample films along with specific thought forms.

Studio Photography

Throughout this course, students will be introduced to the basic equipment used in studio photography, learn the basic principles of studio lighting, and gain technical and creative skills at the level of professional work.

SIXTH SEMESTER/SPRING

Art Direction

The history of art management will include the first person in the world and in Turkey, color and form codes, dramaturgy and the way the art director prepares for a project, the relationship with the director, the tools he uses and uses, etc. Students will also see the practical operation of their small projects .

Effective Design II

The technical and theoretical foundation skills that students gained during the first semester are aimed to be topped up through the strengthening practical projects that will be shaped around specific production styles and themes today, and they will be able to reach the level where superior product development for various film forms is now possible.

Avantgarde Film

To look at the assertion that cinema is a kind of art with a historical perspective and to comprehend its relationship to other art development process

Internship 2

Internship offers students a period of practical experience the industry relating to in the field of visual communication design.

Reading Films II

Students are required to prepare 7-8 pages of texts and make presentations to improve their ability of researching, analyzing and interpreting by determining problematic areas around certain aesthetic, cultural and political concepts by making choices from the list of currents and books to be read by the instructor. the content of the course.

Advertisement Photography

This lesson includes theory based teaching and shooting practices. Shooting practices of glass, food, textile, cosmetics, portrait on sets. Theoretical part of the lesson includes advertisement photography and the history of fashion photography, the effects of colors on human psychology and the basic facts of advertisement photography.

Cinema of Politics 2

Cinema in general and film in particular have always been political mediums. Ideology most of the time is an indispensable aspect of the film. Even the most conventional and commercial Hollywood movie carries certain political connotations and bears some ideological aspect. In this course, different examples of political cinema from various geographies will be analyzed with a political perspective. Hollywood Cinema, Soviet Cinema and Cinemas of countries with colonial past will be visited as major examples. Some films that deal with issues such as identity politics, problems of minorities, ecological problems will also be covered within the scope of the course.

SEVENTH SEMESTER/FALL

Short Film

Technical and theoretical knowledges about all process of filmmaking.

Film Criticism

Definition of film criticism, responsibilities of critic, types and methods of film criticism, samples.

Cinema and Literature

To discuss social, philosophical and aesthetic parts of cinema and literature.

Digital Age in Cinema

In the course, 'digital will be analysed in the context of daily digital production, distribution and display forms, which is now dominated by the 1970s, when the digital began to shake off the screen and is now being used less and less frequently with each passing day' Mutual relationship with transformed or lost forms of film ' the manifestations of Digital Esthetics will be discussed.

Reading Films III

Students are required to prepare 7-8 pages of texts and make presentations to improve their ability of researching, analyzing and interpreting by determining problematic areas around certain aesthetic, cultural and political concepts by making choices from the list of currents and books to be read by the instructor in the content of the course.

Photographic Approaches

In this course, these subjects will be observed that basic photography, press photography, photo and reality, image editing, documentary photography, manipulation and photography, the examples of documentary photography, photo reading, advertising photography, studio shooting techniques, accessorizes, exterior shooting techniques, digital and dispositive film techniques, photography in Turkey and world.

Effective Design 3

The course will be based on exercises with the Houdini software, which is a 3D production environment for the production of effects to combine live images with 3D media creation software specifically. Students will also be introduced to the basic tools for producing experimental images using the Houdini software and will have the opportunity to move their skills developed in 2D environment to a different dimension by working with vehicles running on 3D environment.

EIGHTH SEMESTER/SPRING

Digital Period Turkish Cinema

In this course, at the beginning, the change of Turkish cinema in the 1990s in terms of industrial, narrative and audience profile will be explained. Then, the digitalization process, which is seen with the new structure of Turkish cinema, will be discussed. National films produced with new financial resources and new technological evolution since the 2000s will be evaluated from the perspective of popular cinema and art cinema. In this course, landmarks as cinematographic events, films and filmmakers of recent Turkish cinema will be examined.

Commercial Film Applications

Students will use the theoretical and practical skills they have gained in their previous lessons to produce advertising films that fit the spirit of various media and usage practices from TV media to social media.

Experimental Film

This course is an introductory course for students towards Experimental Cinema, with its theoretical and practical transformations and appearances: Absolute Film / Animation, Urban Symphonies, Early Roman Avant-garde testimonials such as Dadaist and Surrealist Approaches, Early American Experimental Films, Beat Movement and Structural Film to Video Art, Experimental Documentary / Video Essay and Off-Screen practices will be examined and how the basic elements of moving images such as narration, cinematography, cinematography, sound and fiction are used and transformed in these practices up to now will be questioned. Besides students will be encouraged to work on practical projects.

Children's Films

To reveal the characteristics of children's films, to characterize according to certain age groups and types of expression, to examine the historical development and to inquire social-cultural change processes in relation to the possible effects on children on aesthetic, ethical and cultural framework.

Interactive Design

In the fields of fine arts, design and cinema, there are artists / designers, designers and consumers, who place the distant relationship between the artist and the viewer in a different dimension and bring them closer together, as well as artists / designers who make the audience / passengers a part of the process of being used / and there is a sharing between the viewer and the work that brings about a deeper reaction. The artists / designers who make up the first act of this sharing process understand the basic principles of the electronic and algorithmic structures, which seem to be complex, very complex, and very deep in the dimensions of digital, far beyond traditional art production tools. In this course, students will learn how to use OpenFrameworks library in C ++ program language, how to develop visual design in electronic environment, how to make these designs related to different electronic environments, how to incorporate these with audience/viewers, to communicate vividly in various electronic environments, and to develop a vj software that can use various data formats.

Mythology and Iconography

This course is one of the main ideas and sources of Western and Eastern civilizations mythology of the basic elements of the main counterparts to have been created in various forms in the history of their art; The most important art form of cinema recently and will examine closely associated specifically with reference to other visual arts.

Reading Films IV

Films will be viewed and evaluated on the basis of film theory and film analysis methods.