



COURSE INFORMATION FORM

SEMESTER	Fall
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COURSE CODE	141313021	COURSE NAME	VISUAL CULTURE
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
3	2	0	0	2	2	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
1			1	

EVALUATION CRITERIA			
EXAM TYPE		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Written examination	40
FINAL		Written examination	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	None
CONTENT BRIEF	The meaning of signs and symbols that is signe of visual culture and usage formats context of consumer product. It is analyse arts and media products that is items of visual culture.
COURSE OBJECTIVES	To emphasize the importance of the forms of visual expression throughout the history of civilization and the impact created by the visual culture on the perception
CONTRIBUTION TO VOCATIONAL EDUCATION	<ol style="list-style-type: none">1. Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.2. Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.3. Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.
LEARNING OUTCOMES	<ol style="list-style-type: none">1. Ability to explain the basic visual culture2. Differentiation of seing and looking3. Ability to define important visual data such as the plastic arts, photography and architecture
TEXTBOOKS	Ranciére Jacques, (2008) Görüntüleri Yazgısı, İstanbul: Versus. Berger John, (2011) Görme Biçimleri, İstanbul: Metis
REFERENCES	Freund Gisele, (2006) Fotoğraf ve Toplum, İstanbul: Sel. Benjamin Walter, (2012) Pasajlar, İstanbul: YKY
MATERIALS	Computer, Projection, photography studio



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Definition of visualty and visual culture
2	Definition of vision: Seing and looking
3	Visual perception and perception
4	Visuality in historical process: Visual image and Symbol
5	Reproduction of image
6	Systems of sign
7	MIDTERM EXAM
8	Productor, artist, consumer, designer
9	Art and visuality (painting and grafic)
10	Art and visuality (photography and cinema)
11	Visual literacy
12	Cult text reading assessment: Way of seing (john Berger)
13	Examining visual culture products
14	Examining visual culture products
15-16	FINAL EXAM

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.			x
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.	x		
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.			x
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			x
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.			x
6	Ability to understand and practice the design process, its steps, and production techniques.		x	
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.			x
8	Ability to utilize various artistic and industrial production techniques.	x		
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.			x
10	Awareness for the protection of nature and the environment as well as eco-design,	x		
11	Ability to prepare social responsibility projects in order to raise design awareness.	x		

LECTURER	SIGNATURE	DATE