



COURSE INFORMATION FORM

			SEMESTER	Spring
COURSE CODE	141316013	COURSE NAME	IMAGE DESIGN	

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
6	2	2	0	3	5	Elective Studio	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
	1	3	1	

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

RECOMMENDED PREREQUISITES OF COURSE	
BRIEF CONTENTS	Basic features of motion image, director of photography, camera and technical features, composition, shooting scales, light sources, lighting, filters, forming a movie crew and practices, operations after shooting
COURSE OBJECTIVES	Providing knowledge on the fundamental elements of image, camera, light, composition, editing, and continuity
CONTRIBUTION TO VOCATIONAL EDUCATION	<ul style="list-style-type: none">Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.Ability to recognize the design techniques and technology and to identify their differences, applications and methods.
LEARNING OUTCOMES	<ul style="list-style-type: none">Ability to understand visual design.Ability to participate creative process with practices.Ability to use a movie camera, video camera, SLR camera.Acknowledgement of the importance of a crew for cinema and television
TEXTBOOK	<ul style="list-style-type: none">Blain Brown (2011). Sinematografi. İstanbul:Hil YayınlarıKameramanlık Mesleğine Giriş, Salim Akdoğan, İstanbul, Palme Yayıncılık, 2010
REFERENCES	<ul style="list-style-type: none">Daniel Arijon. (2005). Film Dilinin Grameri I, II, III. İstanbul: ES YayınlarıGörüntü Estetiği, Levend Kılıç, İstanbul, İnkılap Kitapevi Yayınları, 2000.Televizyonda kameramanlık, Nadi Kafalı, Ankara, Ümit Yayıncılık, 2000.
MATERIALS	



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Basic features of cinema and television image
2	Director of photography: tasks and responsibilities
3	Using camera and technical facilities
4	Principles of composition
5	Shooting scales and application
6	Features of light sources and utilization
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Lightening indoor and outdoor shooting
10	Using camera and light filters
11	Setting a movie crew and making a practice
12	Shooting
13	Shooting
14	Operations after shooting
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
Öğr. Gör. Bilge KINAM		27.03.2015