



Eskişehir Osmangazi University College of Art and Design  
Visual Communication Design Department

COURSE INFORMATION FORM

		SEMESTER	FALL
COURSE CODE	141316022	COURSE NAME	COPYWRITING

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
						Elective/Required	Turkish

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

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

RECOMMENDED PREREQUISITES OF COURSE	None
BRIEF CONTENTS	Purpose and steps of writing. Composition, form and content, topic and organization, expressing emotions and ideas, Paragraph development, essay, Expository paragraph and essay, Process and description essays, Comparison-contrast, cause-effect, problem solving essays, Informative, entertaining and persuasion essays
COURSE OBJECTIVES	To develop the perception capabilities of the students, to provide understanding of the written and visual texts, to transfer the materials understood and to reproduce these and to establish connections between the art and works.
CONTRIBUTION TO VOCATIONAL EDUCATION	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.
LEARNING OUTCOMES	Ability to paraphrase text. Ability to link the form of the text to the surroundings. Ability to interpret the texts in depth by own point of view. Ability to select the messages, which are used during the interpersonal communication process, in compliance with the purpose and shall be able to transfer these correctly.
TEXTBOOK	Zeybek, Işıl. <i>Metin Çözümleme Kitabı, Topluluğa Seslenme</i> . İstanbul: ID Kitap,2004.
REFERENCES	Bayrav, Süheyla ve Yerguz, İsmail. <i>Okuma, Anlama, Yorumlama, Bir Yaklaşım Denemesi</i> . İstanbul: Multilingual Yabancı Dil Yayınları , 2002
MATERIALS	



Eskişehir Osmangazi University College of Art and Design  
Visual Communication Design Department

WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Purpose and steps of writing.
2	Composition, planning, drafting and editing
3	Relationship between form and content
4	Selection of topic and organization
5	Ways of expressing emotions and ideas
6	Paragraph development, essay, introduction, body and conclusion
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Expository paragraph and essay
10	Process and description essays
11	Comparison-contrast, cause-effect, problem solving essays
12	Informative, entertaining and persuasion essays
13	Advertisement texts
14	Practices
15-16	FINAL EXAMS

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
Hasan Hüseyin ERKAYA		23.03.2015