



ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Fall
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COURSE CODE	141313021	COURSE NAME	Visual Culture
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labrator y	Credit	ECTS	Type	Language
3	2	0	0	2	2	COMPULSORY () ELECTIVE (x)	Turkish

COURSE CATEGORY				
Basic Education	Art	Design	Visual Communication	Social Science
	1		1	

ASSESSMENT CRITERIA			
MID-TERM	Evaluation Type	Quantity	%
	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (.....)		
FINAL EXAM		1	60

PREREQUIEITE(S)	No prerequisites
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COURSE DESCRIPTION	The course comprise meaninf of sign 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.
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COURSE OBJECTIVES	It is aim to emphasize importance of impact that created in perception of visual culture with forms of visual expression throughout the history of civilization.
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	The course gives information about visual culture that is necessary for realizing with the methods and designing their project .
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COURSE OUTCOMES	Will be able to explain the basic visual culture Will be able to understand different between seing and looking Will be able to define important visual data such as the plastic arts, photography and architecture
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TEXTBOOK	Ranciére Jacques, (2008) Görüntüleri Yazgısı, İstanbul: Versus. Berger John, (2011) Görme Biçimleri, İstanbul: Metis
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OTHER REFERENCES	Freund Gisele, (2006) Fotoğraf ve Toplum, İstanbul: Sel. Benjamin Walter, (2012) Pasajlar, İstanbul: YKY
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TOOLS AND EQUIPMENTS REQUIRED	Computer, Projection, photography studio
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WEEKLY COURSE SYLLABUS	
WEEK	TOPICS
1	Defination 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	Productor, artist, consumer, designer
8	MIDTERM EXAM
9	Art and visuality (painting and grafic)
10	Art and visuality (photography and cinema)
11	Visual and Digital literacy
12	Feminist Visual Culture
13	Cult text reading assessment: Way of seing (john Berger)
14	Examining visual culture products
15	Examining visual culture products
16	FINAL EXAM
17	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	x		
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers		x	
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs		x	
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems	x		
5	The ability to recognize design technique and technology, to comprehend application areas and methods		x	
6	The ability to comprehend and apply the design process and production techniques			x
7	The ability to update design knowledge in line with the requirements of the age and technological developments		x	
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal	x		
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems	x		

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s): Assoc. Prof.Dr. Tezcan Bahar

Signature:

Date: