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

COURSE INFORMATION FORM

SEMESTER	FALL

COURSE CODE	141318002	COURSE NAME	ADVERTISEMENT DESIGN

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
8	2	2	0	3	7	Required	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
		2	1	

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

RECOMMENDED PREREQUISITES OF COURSE	None
BRIEF CONTENTS	Definition, objectives and types of advertising, brief preparation, research process in advertising, target market research, target audience research, define creative idea, creative Works, tv add, newspaper add, magazine add, new media Works, mobile, outdoor ads.
COURSE OBJECTIVES	Learning advertising design process and overlearning with a project.
CONTRIBUTION TO VOCATIONAL EDUCATION	• Ability to recognize the design techniques and technology and to identify their differences, applications and methods. • Ability to understand and practice the design process, its steps, and production techniques. • Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.
LEARNING OUTCOMES	• Will be able to explain advertising process and perform it • Will be able to research required for advertising design • Will be able to advertise for traditional and new media
TEXTBOOK	• Elden, Müge (2009). Reklam ve Reklamcılık. İstanbul: Say Yayınları. • Teker, Ulufer (2009). Grafik tasarım ve Reklam. İstanbul: Yorum Sanat Yayınevi
REFERENCES	• Foster, Jack (2009).Fikir Nasıl Bulunur. Ed.Umut Hasdemir. İstanbul: MediaCat Yayınları. • Jones, John Philip (2004).Reklam Nasıl İşe Yarar Araştırmanın Rolü. (Çev.Mustafa Dilber, Didem Ünal Biçicioğlu.). İstanbul: Reklamcılık Vakfı Yayınları
MATERIALS	Computer and design software

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WEEKLY COURSE PLAN	
WEEK	**SUBJECTS**
1	Definition, objectives and types of advertising
2	Brief preparation
3	Research process in advertising
4	Target market research
5	Target audience research
6	Define creative idea
7	MIDTERM EXAMS
8	MIDTERM EXAMS
9	Project / Creative Works
10	Project / Tv add
11	Project / Newspaper add
12	Project / Magazine add
13	Project / New media works mobile
14	Project / Outdoor add
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
Ayşe SARITAŞ		