

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Presentation Techniques	PLAS 351	5	<b>Theory</b> 2	<b>Practice</b> 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	x	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
	-		x		-	

<b>Language of Instruction</b>	English
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<b>Course Instructor(s)</b>	Asst. Prof. Dr. Pervin KURCEREN	E-mail : pervinkurceren@arucad.edu.tr Office :
<b>Course Objectives</b>	<p>This course develops students' ability to conceptualize, design, and deliver effective presentations across a range of artistic and professional contexts. Students progress from foundational presentation principles to the specialized demands of corporate/institutional communication, public-space artistic proposals, and exhibition-based artistic identity statements. The course combines conceptual thinking (developing a clear message), critical thinking (analyzing audience and context), creative thinking (visual and narrative problem-solving), and strong technical and verbal communication skills. Through individual exercises, simulated professional scenarios, and a cumulative final presentation, students build the confidence and craft required to present their artistic ideas convincingly to diverse audiences, including institutional stakeholders, public juries, and exhibition visitors. The course also develops English for Specific Purposes (ESP) related to art, focusing on the professional spoken and written communication required in artistic, institutional, and exhibition contexts.</p>	

	<b>Students will be able to</b>	<b>Bloom Level</b>	<b>Teaching Methods</b>	<b>Evaluation Methods</b>
<b>Course Learning Outcomes</b>	<ul style="list-style-type: none"> <li>Identify the fundamental elements, terminology, and stages of presentation design (general, institutional, public-space, and exhibition-based).</li> </ul>	<b>Remembering</b>	<ul style="list-style-type: none"> <li>Lectures</li> <li>Terminology lists</li> <li>Example case discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterm: Presentation</li> </ul>
	<ul style="list-style-type: none"> <li>Explain how audience, context, and purpose shape the structure and delivery of different types of presentations.</li> </ul>	<b>Understanding</b>	<ul style="list-style-type: none"> <li>Class discussions</li> <li>Case study analysis</li> <li>Guided readings</li> </ul>	<ul style="list-style-type: none"> <li>Midterm: Presentation</li> <li>Peer explanations of case studies</li> </ul>
	<ul style="list-style-type: none"> <li>Apply general presentation principles and visual communication skills to design and deliver a coherent presentation.</li> </ul>	<b>Applying</b>	<ul style="list-style-type: none"> <li>Workshops</li> <li>Mock presentation exercises</li> <li>Instructor feedback sessions</li> </ul>	<ul style="list-style-type: none"> <li>Midterm presentation</li> <li>In-class practice presentations</li> </ul>
	<ul style="list-style-type: none"> <li>Analyze institutional, public-space, and exhibition contexts to determine the appropriate presentation strategy, visual identity, and audience approach.</li> </ul>	<b>Analyzing</b>	<ul style="list-style-type: none"> <li>Site/context analysis exercises</li> <li>Comparative critique sessions</li> <li>Guest examples</li> </ul>	<ul style="list-style-type: none"> <li>Midterm presentation</li> <li>Final presentation (final examination)</li> </ul>
	<ul style="list-style-type: none"> <li>Evaluate and critique their own and peers' presentation concepts and deliveries, justifying choices based on conceptual, aesthetic, and contextual considerations.</li> </ul>	<b>Evaluating</b>	<ul style="list-style-type: none"> <li>Peer-review workshops</li> <li>Structured critique sessions</li> </ul>	<ul style="list-style-type: none"> <li>Midterm presentation</li> <li>Final presentation (final examination)</li> </ul>
	<ul style="list-style-type: none"> <li>Create and deliver an original final presentation that synthesizes general, institutional, public-space, and exhibition-based techniques to articulate a personal artistic identity.</li> </ul>	<b>Creating</b>	<ul style="list-style-type: none"> <li>Final project supervision</li> <li>Individual mentoring sessions</li> </ul>	<ul style="list-style-type: none"> <li>Final presentation (final examination)</li> </ul>

	<ul style="list-style-type: none"> <li>• Explain how audience, context, and purpose shape the structure and delivery of different types of presentations.</li> </ul>	<b>Understanding</b>	<ul style="list-style-type: none"> <li>• Class discussions</li> <li>• Case study analysis</li> <li>• Guided readings</li> </ul>	<ul style="list-style-type: none"> <li>• Midterm presentation</li> <li>• Peer explanations of case studies</li> </ul>
	<ul style="list-style-type: none"> <li>• Apply general presentation principles and visual communication skills to design and deliver a coherent presentation.</li> </ul>	<b>Applying</b>	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Mock presentation exercises</li> <li>• Instructor feedback sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Midterm presentation</li> <li>• In-class practice presentations</li> <li>• Final presentation</li> </ul>
	<ul style="list-style-type: none"> <li>• Deliver professional presentations in English (English for Specific Purposes, ESP, related to art) — an institutional presentation, a public-space proposal pitch, and an exhibition artist statement — using field-appropriate terminology and register to communicate artistic ideas effectively to diverse audiences.</li> </ul>	<b>Applying / Creating</b>	<ul style="list-style-type: none"> <li>• Mock presentation exercises</li> <li>• Structured critique sessions</li> <li>• Individual mentoring</li> </ul>	<ul style="list-style-type: none"> <li>• Midterm presentation</li> <li>• Final presentation</li> </ul>
<b>Course Content</b>	<p>This course introduces students to the principles and practice of presentation techniques within a fine arts context. Beginning with general presentation fundamentals (structure, visual vocabulary, verbal and non-verbal delivery, and digital tools), the course advances to the design and delivery of a company or institutional presentation, the development and pitching of an artistic proposal for a public space, and the preparation of an exhibition accompanied by a personal artistic identity statement. The course concludes with a series of student final presentations that integrate all techniques covered throughout the semester.</p>			

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementation</b>	<b>Required Reading, Preliminary preparation</b>

		(theory/practice)	
1	<ul style="list-style-type: none"> <li>Course Introduction &amp; Overview of Presentation Techniques (diagnostic icebreaker presentation)</li> </ul>	T	Jolles, R. L. (2017). How to Run Seminars and Workshops. Hoboken, NJ: Wiley. AS6.J655 2017
2	<ul style="list-style-type: none"> <li>Foundations of Presentation Design: Purpose, Audience &amp; Message</li> </ul>	T/P	Davies, G. (2014). The Presentation Coach. Chichester: Capstone. HF5718.22 .D38 2014
3	<ul style="list-style-type: none"> <li>Visual Vocabulary &amp; Composition for Presentations</li> </ul>	T/P	Bozatlı, İ. (2005). Academic Oral Presentation Skills. Ankara: METU Press. PE1128.A2 .A22 2006
4	<ul style="list-style-type: none"> <li>Verbal Delivery, Vocal Technique &amp; Storytelling</li> </ul>	T/P	Davies, G. (2014). The Presentation Coach. Chichester: Capstone. HF5718.22 .D38 2014
5	<ul style="list-style-type: none"> <li>Body Language, Stage Presence &amp; Non-Verbal Communication</li> </ul>	T/P	Jolles, R. L. (2017). How to Run Seminars and Workshops. Hoboken, NJ: Wiley. AS6.J655 2017
6	<ul style="list-style-type: none"> <li>Digital Tools, Slide &amp; Multimedia Design + Mock Presentation Practice</li> </ul>	T/P	Bozatlı, İ. (2005). Academic Oral Presentation Skills. Ankara: METU Press. PE1128.A2 .A22 2006
7	<ul style="list-style-type: none"> <li><b>MIDTERM — Midterm Presentation Exam (individual general-technique presentation)</b></li> </ul>	<b>T/P</b>	—
8	<ul style="list-style-type: none"> <li>Corporate &amp; Institutional Visual Identity Fundamentals</li> </ul>	T/P	Jolles, R. L. (2017). How to Run Seminars and Workshops. Hoboken, NJ: Wiley. AS6.J655 2017

9	<ul style="list-style-type: none"> <li>Designing a Company/Institutional Presentation: Content Strategy &amp; Format</li> </ul>	T/P	Davies, G. (2014). <i>The Presentation Coach</i> . Chichester: Capstone. HF5718.22 .D38 2014
10	<ul style="list-style-type: none"> <li>Delivering the Institutional Presentation: Persuasion, Pitching &amp; Q&amp;A</li> </ul>	T/P	Bozatlı, İ. (2005). <i>Academic Oral Presentation Skills</i> . Ankara: METU Press. PE1128.A2 .A22 2006
11	<ul style="list-style-type: none"> <li>Public Art &amp; Site-Specific Research: Context, Site and Community Analysis</li> </ul>	T/P	Jolles, R. L. (2017). <i>How to Run Seminars and Workshops</i> . Hoboken, NJ: Wiley. AS6.J655 2017
12	<ul style="list-style-type: none"> <li>Presenting an Artistic Proposal for Public Space (pitch to jury/stakeholders)</li> </ul>	T/P	Davies, G. (2014). <i>The Presentation Coach</i> . Chichester: Capstone. HF5718.22 .D38 2014
13	<ul style="list-style-type: none"> <li>Exhibition Preparation &amp; Artistic Identity: Artist Statement &amp; Curatorial Presentation</li> </ul>	T/P	Bozatlı, İ. (2005). <i>Academic Oral Presentation Skills</i> . Ankara: METU Press. PE1128.A2 .A22 2006
14	<ul style="list-style-type: none"> <li>Final Presentation Rehearsals &amp; Peer Critique</li> </ul>	T/P	Jolles, R. L. (2017). <i>How to Run Seminars and Workshops</i> . Hoboken, NJ: Wiley. AS6.J655 2017
15	<ul style="list-style-type: none"> <li>Final Presentation Rehearsals &amp; Peer Critique</li> </ul>		
16	<ul style="list-style-type: none"> <li><b>FINAL — Student Final Presentations</b></li> </ul>		

<p><b>Required Course Material(s) / Reading(s)/ Text Book(s)</b></p>	<ul style="list-style-type: none"> <li>• Bozatlı, İ. (2005). Academic Oral Presentation Skills. Ankara: METU Press. PE1128.A2 .A22 2006</li> <li>• Jolles, R. L. (2017). How to Run Seminars and Workshops. Hoboken, NJ: Wiley. AS6.J655 2017</li> <li>• Davies, G. (2014). The Presentation Coach. Chichester: Capstone. HF5718.22 .D38 2014</li> </ul>
<p>✓ <b>Recommended Course Material(s)/ Reading(s) /Other</b></p>	<ul style="list-style-type: none"> <li>• Barnbaum, B. (2017). The Art of Photography: A Personal Approach to Artistic Expression. San Rafael, CA: Rocky Nook.</li> <li>• Rosenthal, M. (2003). Understanding Installation Art: From Duchamp to Holzer. Munich/London: Prestel.</li> <li>• Spring, J. (2015). Unexpected Art: Serendipitous Installations, Site-Specific Works, and Surprising Interventions. San Francisco: Chronicle Books.</li> </ul> <ul style="list-style-type: none"> <li>✓ The 110 techniques of communication and public speaking   David JP Phillips   TEDxZagreb <a href="https://www.youtube.com/watch?v=K0pxo-dS9Hc">https://www.youtube.com/watch?v=K0pxo-dS9Hc</a></li> <li>✓ The surprising secret to speaking with confidence   Caroline Goyder   TEDxBrixton <a href="https://www.youtube.com/watch?v=a2MR5XbJtXU">https://www.youtube.com/watch?v=a2MR5XbJtXU</a></li> <li>✓ The skill of self confidence   Dr. Ivan Joseph   TEDxRyersonU <a href="https://www.youtube.com/watch?v=w-HYZv6HzAs">https://www.youtube.com/watch?v=w-HYZv6HzAs</a></li> <li>✓ Geel, J. (2018). Pitching ideas : make people fall in love with your ideas. Amsterdam: Bis Publishers.</li> <li>✓ How to avoid death By PowerPoint   David JP Phillips   TEDxStockholmSalon <a href="https://www.youtube.com/watch?v=Iwpi1Lm6dFo">https://www.youtube.com/watch?v=Iwpi1Lm6dFo</a></li> <li>✓ How to present to keep your audience's attention   Mark Robinson   TEDxEindhoven <a href="https://www.youtube.com/watch?v=BmEiZadVNWY">https://www.youtube.com/watch?v=BmEiZadVNWY</a></li> <li>✓ The magical science of storytelling   David JP Phillips   TEDx Stockholm <a href="https://www.youtube.com/watch?v=Nj-hdQMa3uA">https://www.youtube.com/watch?v=Nj-hdQMa3uA</a></li> </ul>

<b>ASSESSMENT</b>		
<b>Learning Activities</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid-Term (individual general-technique presentation)	1	40

Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other (class participation)	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b> (synthesized final presentation integrating institutional, public-space & exhibition techniques)	1	60
<b>TOTAL</b>		100

<b>CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES</b>						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
1	Explains the fundamental knowledge of art history, art theory, and the historical development of art, and interprets artworks within cultural, social, and theoretical contexts.					
2	Applies the basic elements and principles of art and design, considering color theory and color relationships in two- and three-dimensional visual compositions.					
3	Represents objects, figures, and space through drawing in accordance with the principles of proportion, perspective, and light–shadow.					
4	Uses different materials, techniques and studio methods in accordance with occupational health and safety rules and sustainable production approaches, and produces original artistic works.					
5	Analyzes works of art through a critical perspective within aesthetic, cultural, social and ethical contexts and evaluates them in relation to contemporary art discussions.					
6	Conducts research in artistic production processes and integrates conceptual thinking into creative practice.					

7	Develops both independent and collaborative art projects and gains the ability to plan, implement, and evaluate artistic production processes.						
8	Communicates artistic works effectively using written, oral, and visual presentation methods.						
9	Uses digital tools, contemporary technologies, and new media opportunities in artistic production processes.						
10	Develops interdisciplinary approaches in art production and establishes relationships with different artistic fields.						
11	Prepares a portfolio as part of professional development, gains awareness of the professional functioning of the art world and copyright issues, and follows current developments in the field.						
12	Designs, produces, and presents an independent graduation project, demonstrating artistic practice in a comprehensive manner.						

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		4	60
Preliminary Preparation and self- study	15		4	60
Mid-Term	1		4	4
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		4	4
Other				













<b>TOTAL WORKLOAD</b>				128
<b>TOTAL WORKLOAD / 25</b>				<b>5.12</b>
<b>ECTS</b>				5






**ETHICAL RULES WITH REGARD TO THE COURSE**

**Plagiarism Disclaimer**

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	✓
	SDG 5: Gender Equality	
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	✓
	SDG 9: Industry, Innovation and Infrastructure	
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	

	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	✓

**ASSESSMENT DETAILS AND EVALUATION CRITERIA:**

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

\*Mandatory attendance for all of our courses is 70%, regardless of medical reports. Reports will only be valid if exams cannot be attended. A report must be submitted within three working days to the faculty secretary following an exam by students who are unable to take the exam for health reasons.

<b>PREPARED BY</b>	Asst.Prof.Dr.Pervin KURÇEREN
<b>UPDATED</b>	
<b>APPROVED</b>	Approved by the Departmental Board on 28.04.2026