

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Video Theory and Practice	PHVD 241	3	Theory 2	Practice 4	4	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			

Language of Instruction	English
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Course Instructor(s)	Asst.Prof.Dr. Tayfun Bilgin	E-mail : tayfun.bilgin@arucad.edu.tr Office : ES-OFF4
Course Objectives	This course is designed to give an overview of the medium of video, not only as a motion picture recording format, but as an individual medium with its own aesthetics and meaning. Within the last decades video has evolved from being a cheap technology to the entire domination of the motion pictures art and industry to the point that our daily routine could not be imagined without this medium. Therefore this course is packed with theoretical and practical materials that will enable students to understand and use the video format in the most effective way.	

Course Learning Outcomes	Students will be able to:	Teaching Methods	Evaluation Methods
Course Learning Outcomes	CLO1: Create a short, dialogue-free video, effectively using composition, camera movement, and pacing (PLO5, PLO8).	Studio / Lab Practice, demonstration	Mid-Term (silent film submission)
	CLO2: Apply rhythm, pacing, and synchronization between visuals and sound	Studio / Lab Practice, project-based learning	Mid-Term (music video submission)

	to produce a music video (PLO5, PLO8).		
	CLO3: Plan and execute multi-shot video productions, managing all stages of production (PLO6, PLO12).	Project-based learning, studio practice	Final Project (production management)
	CLO4: Critically evaluate aesthetic and conceptual choices in video projects, relating them to theoretical models (PLO1, PLO2, PLO9).	Lecture, screening and critique, discussion / seminar	Written exam (mid-term & final)
	CLO5: Produce a video art piece that combines technical precision with conceptual innovation.	Project-based learning, discussion / seminar	Final Project (video art submission)

COURSE OUTLINE/SCHEDULE

Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to the course. Outlines of the subjects. The place of video in the world of audio visuals. Stages of a production	T	
2	History of the video. Concepts of analogue video and digital video	T	https://www.thoughtco.com/history-of-video-recorders-4077043
3	Basic elements of the video cameras. Learning and practicing the basic features of the video cameras. Video recording formats.	T/P	Compesi & Gomez 2018
4	Television broadcasting. Principles of multiple camera system	T/P	Compesi & Gomez 2018
5	Discussions about Midterm Project	P	

6	Basic Principles of Editing. Editing pre-prepared materials for the practice	T/P	Dancyger 2018
7	Concept of Montage. Midterm project preparation	p	Dancyger 2018
8	MIDTERM WEEK. Screenings of the midterm projects		
9	Continuation of Video Editing on DaVinci Resolve. Basics of Color Grading	T/P	Dancyger 2018
10	Video as an art medium: Video Art. Discussions on the final projects	T/P	
11	Basics of cinematic language. Writing a short silent scene	T/P	Anderson 2015
12	Film analysis considering various aspect of film making	P	Anderson 2015
13	Future of the video. VR vs. AR. AI's contribution in video making process	T/P	https://www.foundry.com/insights/vr-ar-mr/vr-mr-ar-confused
14	Discussions on the final projects	P	
15	Submission of the FINAL PROJECT		

Required Course Material(s) / Reading(s)/ Text Book(s)	<p>Owens, Jim, 2017 Video production handbook (6th Edition), TK6655.V5 .M55 2017</p> <p>Dancyger, Ken, 2018 The technique of film & video editing: History, Theory, and Practice REF TR 899.D26 2018</p> <p>Andersson, Barry, 2015, The DSLR Filmmaker's Handbook: Real-World Production Techniques REF TR 860.A53 2015</p> <p>Compesi, Ronald J. & Gomez, Jaime, 2018, Introduction to Video Production Second Edition. PN1992.94 .C65 2018</p> <p>Video camera and DaVinci Resolve editing software</p>
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Recommended Course Material(s)/ Reading(s) /Other		
ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Final Project	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Explains the aesthetic, theoretical, and historical foundations of photography and video within artistic and cultural contexts.				x	
2	Interprets major debates, theoretical models, and conceptual frameworks related to photography, video, and visual culture.				x	
3	Recognizes different genres, styles, and historical periods of photography and video production.			x		
4	Describes research methods, visual analysis approaches, and critical inquiry processes used in art and photography.				x	
5	Applies technical and creative methods in photographic and videographic image-making using contemporary digital technologies.					x
6	Plans and produces photographic and video projects through research, ideation, visualization, production, and evaluation processes.				x	
7	Develops visual communication strategies appropriate to different audiences, purposes, and global media environments.			x		
8	Combines technical proficiency with conceptual thinking to produce innovative and original visual works.				x	












9	Evaluates visual productions critically and addresses complex creative challenges through flexible problem-solving and innovative decision-making processes.			x	
10	Collaborates effectively within multidisciplinary teams and contributes to creative production environments.		x		
11	Demonstrates professional responsibility by applying ethical principles, legal awareness, and industry standards in artistic practice.		x		
12	Manages independent projects, exhibits leadership skills, and continuously develops professional competencies through lifelong learning while adapting to evolving technological and professional environments.		x		

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		6	90
Preliminary Preparation and self- study				
Mid-Term	1		7	7
Field Study	2		12	24
Final Examination/ Final Project/ Dissertation	1		4	4
Other				
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
ECTS				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	X
	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	X
	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 with 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.

PREPARED BY	Asst. Prof. Dr. Tayfun BİLGİN
UPDATED	04.04.2026
APPROVED	Approved by the Departmental Board on 09.04.2026

