COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	**Practice**		
Digital Aesthetics	COMM 401	II	2	2	3	5

Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	YES	-	-	-	-	-

Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English

Course Instructor(s)	Yrd. Doç. Dr. Ömer Yetkinel	E-mail : omer.yetkinel@arucad.edu.tr
Course Objectives	This course aims to teach that aesthetics are a part of design and create an understanding of the design process.	

Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Identify fundamental concepts of visual communication, design, and aesthetics.	Lecture-Based Teaching	Mid-Term Project

Course Content	Explain the effect of visual rhetoric and design aesthetics on audience engagement.	Class Discussions and Case Analysis	Mid-Term Project
	Use digital design tools (Figma, Photoshop, Illustrator) to create visually effective projects.	Hands-on Digital Workshops	Mid-Term Project / Final Project
	Critically examine visual projects and deconstruct the use of visual semiotics (icon, index, symbol).	Case Studies and Reflective Analysis	Mid-Term Project / Final Project
	Assess peer and self-produced designs based on principles of aesthetics, coherence, and communication effectiveness.	Peer Review Sessions and Critical Feedback Workshops	Mid-Term Project / Final Project
	Design and compile a comprehensive personal portfolio showcasing creative voice and mastery of aesthetic principles.	Project-Based Learning	Final Project
	When it comes to visually pleasing design, you can learn and apply some semi-universal principles to make your design more attractive and persuasive for the audience. The course takes a rhetorical approach to help you with your design and to communicate with a purpose in an effective way. You will try many different creative roles in different fields which will enforce skills in photography, graphic design and collaboration. You'll learn to produce visually appealing and effective designs for real and imagined clients; develop your computer design skills such as photo manipulation and illustration; and reflect on the nature of design and your own personal voice as a designer and the creative process.		

COURSE OUTLINE/SCHEDULE			
Week	**Topic**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
1	Syllabus review: course requirements, assignment and assessment policies, and reading list	T	-
2	Introduction to Design & Aesthetics	T	Aesthetics of interaction in digital art by Kwastek & Katja (introduction & ch-1)
3	Introduction to Graphic Design	T	Becoming a Graphic and Digital Designer: A Guide to Careers in Design by Steven Heller & Veronique Vienne(Ch 1-2)

4	Visual Communication	T	Aesthetics of interaction in digital art by Kwastek & Katja (introduction & ch-1)
5	Representation and meaning making, visual rhetoric	T	Provided in class
6	Contemporary design concepts	T/P	Sight, Sound, Motion: Applied Media Aesthetics (Wadsworth Series in Broadcast and Production) by Herbert Zettl Aesthetics of interaction in digital art by Kwastek & Katja
7	Digital production tools such as Figma, Canva, Photoshop	P	Provided in class -Figma
8	Mid-Term Exam		
9	Digital production tools such as Figma, Canva, Photoshop continued	P	Provided in class - Canva
10	Digital production tools such as Figma, Canva, Photoshop – continued	P	Provided in class – Photoshop
11	Exploration of current Artificial Intelligence image creation tools		Provided in class
12	Portfolio creations of personal Work	T/P	Becoming a Graphic and Digital Designer: A Guide to Careers in Design by Steven Heller & Veronique Vienne
13	Portfolio creations of personal Work	P	Provided in class
14	Portfolio creations of personal Work	P	Provided in class
15	Media Industry	T	Becoming a Graphic and Digital Designer: A Guide to Careers in Design by Steven Heller & Veronique Vienne
16	Final project details and Q&A sesssion		Provided in class
17	Final Exam	P	

Required Course Material(s) / Reading(s)/ Text Book(s)	Nichols, R. (2020). Mastering Adobe Photoshop Elements 2021: Boost your image-editing skills using the latest tools and techniques in Adobe Photoshop Elements (3rd ed.). Packt Publishing. Library Catalogue No: TR267.5.A33 N53 2020.
Recommended Course Material(s)/ Reading(s) /Other	USB Stick, Flash Disk

ASSESSMENT		
Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES

	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.					√
2	Knows the principles and elements of basic design.				√	
3	Knows the history, theories and theorists of visual communication.					√
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					√
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.		√			
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.					√
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity					√
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.				√	
9	Applies visual communication design techniques with design technologies in developing and changing media environments.		√			
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.			√		
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.	√				
12	Has the ability to use research methods and techniques in the field of Visual Communication.				√	
13	Has the competence to research, plan, implement and report during the project phase.					√
14	Has the competence to establish the connection between design and aesthetic values.				√	
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.		√			
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.			√		
17	Has the skills and competence to turn their designs into a portfolio document and present them.	√				
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.				√	

| 19 | Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules. | | √ | | |

ECTS / STUDENT WORKLOAD				
ACTIVITIES	**NUMBER**	**UNIT**	**HOUR**	**TOTAL (WORKLOAD)**
Course Teaching Hour (X weeks * total course hours)	15		3	45
Preliminary Preparation and self- study	15		1	15
Mid-Term	-		-	-
Quiz	-		-	-
Assignment	-		-	-
Project	1		34	34
Field Study	-		-	-
Presentation / Seminar	1			
Studio Practice	-		20	20
Final Examination/ Final Project/ Dissertation	1		15	15
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 life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

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.

Throughout the course, students will learn the theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Ömer Yetkinel
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APPROVED	