ARUCAD
Arkin University
of Creative Arts and Design

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	**Practice**		
Visual Language and Culture	VCDE203	3	3	0	3	5

Course Type	Compulsory Course	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)	Emad Abouata Amlashi	E-mail : emad.amlashi@arucad.edu.tr Office : DA-OFF06
Course Objectives	The main purpose of the course is to introduce visual language in the context of art, media and communication. The course will help the student to perceive visuals as texts and vice a versa. In this course students will be thought how to decode and analyze visual texts as well as how to communicate effectively trough visual discourse and the knowledge of sign and symbols.	

Course Learning Outcomes	**Students will able to:**	**Teaching Methods**	**Evaluation Methods**
	Define and explain fundamental concepts of visual language and communication.	Lectures, Case Studies, Theoretical Discussions	Mid-term written Exam / Final written Exam

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		Analyze and interpret different language models such as the Saussurean model.	Group Discussions, Case Study Evaluations, Textual Analysis	Mid-term written Exam
		Apply semiotic principles to decode visual messages, signs, and symbols.	Practical Exercises, Media Analysis	Mid-term written Exam / Final written Exam
		Examine and critique media representations and ethical considerations in visual culture.	Debates, Critical Readings	Final written Exam
		Develop media literacy skills to critically engage with and assess visual texts.	Group Discussions, Case Study Evaluations, Lectures, Theoretical Discussions	Final written Exam
Course Content		This course explores theories and principles of visual language, covering topics such as semiotics, visual rhetoric, and media literacy. Students will engage in discussions and case studies to analyze how visual messages are constructed and interpreted. While primarily theoretical, the course includes interactive elements to help students apply key concepts in analyzing and creating visual texts. By the end of the course, students will have the ability to critically engage with visual media and effectively communicate through visual discourse.		

COURSE OUTLINE/SCHEDULE			
Week	**Topic**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
1	Introduction to Visual Language and Culture Overview of the course objectives, structure, and assessment methods Defining visual language: what it is and why it matters in art, media, and communication	T	Allot, R. (2012), The Natural Origin Of Language, Vision, Action, Language The Structural Inter-relation of Language, Visual Perception and Action, Crossways, Dartford: Xlibris Corporation (REF P116 .A45 2012)
2	Theories of Visual Perception How humans perceive images: Gestalt theory and visual cognition	T	Allot, R. (2012), The Natural Origin Of Language, Vision, Action, Language The Structural Inter-relation of

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	Introduction to semiotics: signs, symbols, and meanings		Language, Visual Perception and Action, Crossways, Dartford: Xlibris Corporation (REF P116 .A45 2012)
3	The Visual as Text Understanding images as texts: interpreting meaning beyond the surface The relationship between text and image: anchorage and relay in visual communication	T	Allot, R. (2012), The Natural Origin Of Language, Vision, Action, Language The Structural Inter-relation of Language, Visual Perception and Action, Crossways, Dartford: Xlibris Corporation (REF P116 .A45 2012)
4	Visual Rhetoric and Persuasion Theories of visual rhetoric: how visuals persuade and influence Understanding ethos, pathos, and logos in visual communication	T	Hill, Ch. (2009), Defining Visual Rhetorics, New York: Routledge (REF P93.5 .D44 2009)
5	Signs, Symbols, and Codes denotation and connotation How cultural codes shape the interpretation of visuals	T	Hall, S. (2012), This means this, this means that : a user's guide to semiotics, London : Laurence King Pub (P99 .H275 2012)
6	Meaning-making process, constructing culture.	T	Hall, S. (2012), This means this, this means that : a user's guide to semiotics, London : Laurence King Pub (P99 .H275 2012)
7	Analyzing Art and Media Through Visual Language Applying visual theories to fine art and contemporary media Differences and similarities in how art and media communicate visually	T	Hall, S. (2012), This means this, this means that : a user's guide to semiotics, London : Laurence King Pub (P99 .H275 2012)
8	Midterm	T	
9	The Visual in Popular Culture How visual language shapes and is shaped by popular culture The use of visuals in social media and memes	T	Allot, R. (2012), The Natural Origin Of Language, Vision, Action, Language The Structural Inter-relation of Language, Visual Perception and Action, Crossways, Dartford: Xlibris Corporation (REF P116 .A45 2012)
10	Visual Language and Identity How visuals construct and reflect identities (race, gender, class) Representation in media and art: stereotyping and cultural identity	T	Allot, R. (2012), The Natural Origin Of Language, Vision, Action, Language The Structural Inter-relation of Language, Visual Perception and Action, Crossways, Dartford: Xlibris Corporation (REF P116 .A45 2012)

11	Visual Narratives Understanding how visuals tell stories: visual storytelling in film, comics, and photography The structure of visual narratives: time, space, and composition	T	Meretoja, H., & Davis, C. (Eds.). (2017). Storytelling and Ethics: Literature, Visual Arts and the Power of Narrative (1st ed.). Routledge. (REF PN56.S7357 .S763 2018)
12	The Visual in Digital Media The evolution of visual communication in the digital age: social media, websites, and digital art The impact of algorithms and filters on visual culture	T	Meretoja, H., & Davis, C. (Eds.). (2017). Storytelling and Ethics: Literature, Visual Arts and the Power of Narrative (1st ed.). Routledge. (REF PN56.S7357 .S763 2018)
13	Visual Culture and Globalization The effects of globalization on visual culture: global vs. local visuals The circulation of visuals across cultural boundaries	T	Fortner, R. (2014), The Handbook of Media and Mass Communication Theory, Chichester, West Sussex, UK : John Wiley & Sons (P91.3.H363 2014)
14	Media Literacy and ethics	T	Fortner, R. (2014), The Handbook of Media and Mass Communication Theory, Chichester, West Sussex, UK : John Wiley & Sons (P91.3.H363 2014)
15	Visual Representation of Power and Politics How power dynamics are represented visually in art, media, and political campaigns The relationship between visuals and authority	T	Allot, R. (2012), The Natural Origin Of Language, Vision, Action, Language The Structural Inter-relation of Language, Visual Perception and Action, Crossways, Dartford: Xlibris Corporation (REF P116 .A45 2012)
16	Visual Language in Contemporary Art How contemporary artists use visual language to convey complex messages Exploring key contemporary visual artists and their work	T	Fortner, R. (2014), The Handbook of Media and Mass Communication Theory, Chichester, West Sussex, UK : John Wiley & Sons (P91.3.H363 2014)
17	Final	T	

Required Course Material(s) / Reading(s)/ Text Book(s)	• Fortner, R. (2014), The Handbook of Media and Mass Communication Theory, Chichester, West Sussex, UK : John Wiley & Sons (P91.3.H363 2014) • Allot, R. (2012), The Natural Origin Of Language, Vision, Action, Language The Structural Inter-relation of Language, Visual Perception and Action, Crossways, Dartford: Xlibris Corporation (REF P116 .A45 2012)

	• Meretoja, H., & Davis, C. (Eds.). (2017). Storytelling and Ethics: Literature, Visual Arts and the Power of Narrative (1st ed.). Routledge. (REF PN56.S7357 .S763 2018) • Hall, S. (2012), This means this, this means that : a user's guide to semiotics, London : Laurence King Pub (P99 .H275 2012)
Recommended Course Material(s)/ Reading(s) /Other	

ASSESSMENT		
Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term		40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade		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	1		30	30
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		35	35
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 explore the theoretical foundations of visual language and its applications in art, media, and communication. The course is designed to enhance students' analytical and critical thinking skills, enabling them to decode and interpret visual texts effectively.

The midterm assessment will focus on the theoretical content covered during the first half of the course. Students will be required to complete a written exam that evaluates their understanding of the fundamental concepts and theories discussed, including their ability to apply these concepts to analyze specific examples.

The final examination will assess students' comprehensive understanding of the course material, with an emphasis on their ability to critically analyze and synthesize theoretical concepts. Students will be tasked with written responses that demonstrate depth of thought and engagement with the course themes.

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

PREPARED BY	Emad Abouata Amlashi
UPDATED	02-01-2025
APPROVED	