COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory 2	**Practice** 4		
Final Project	VCDE404	VII - VIII			4	10

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)	Korhan Akbaytogan	E-mail : korhan.akbaytogan@arucad.edu.tr Office : 1069 Printmaking Studio
Course Objectives	This course enables graduating Visual Communication Design students to **formulate** and **present** an original research project in a self-selected area of interest. Students will **identify** relevant topics and **analyze** scholarly literature and technical resources to **define** a research question. They will **plan** and **conduct** empirical research that involves data collection, **evaluate** findings, and **apply** design thinking to translate insights into creative outcomes. The project will require students to **develop** and **produce** a comprehensive, full-scale multimedia and multi-modal visual design output that demonstrates both research depth and technical execution. By the end of the course, students will have **synthesized** research and design methods into a unified final project, reflecting their ability to work independently and professionally.	

Course Learning Outcomes	**Students will able to:**	**Teaching Methods**	**Evaluation Methods**
	Construct and **critically evaluate** professional project briefs by identifying design limitations and opportunities.	In-class brief-writing	Project Evaluation
	Demonstrate advanced creative thinking and **apply** out-of-the-box solutions in pitching and implementation processes.	Brainstorming sessions and idea prototyping	Project Evaluation

	Conduct in-depth research and **plan** design projects in alignment with relevant social, cultural, and practical factors.	Independent research	Project Evaluation
	Design and **deliver** effective and engaging project pitches using professional presentation techniques.	Pitch rehearsals and storytelling exercises	Project Evaluation
	Apply storytelling and persuasive strategies to enhance communication and emotional impact in design proposals.	Visual storytelling workshops	Project Evaluation
	Implement real-world design solutions by responding to on-location challenges and user needs.	Fieldwork tasks and site-based implementation	Project Evaluation
	Develop digital and pre-print presentation materials, including technical mock-ups and production-ready visuals.	Mock-up critiques	Project Evaluation
	Integrate diverse media and modalities (print, digital, spatial, etc.) to create comprehensive, multi-platform design outcomes.	Mixed-media studio assignments	Project Evaluation
Course Content	This course guides graduating Visual Communication Design students through the execution of a comprehensive final project. Students will **construct** and **evaluate** detailed project briefs, **conduct** contextual research, and **develop** a strategic design process. Emphasis is placed on **applying** advanced storytelling and persuasive communication techniques, **demonstrating** innovation in visual problem-solving, and **implementing** solutions across physical and digital platforms. Students will **design**, **present**, and **refine** project components using multi-modal approaches such as mock-ups, location-based solutions, and production-ready outputs. The course culminates in a fully realized graduation project that reflects professional-level planning, creativity, and execution.		

COURSE OUTLINE/SCHEDULE			
Week	**Topic**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
1	Introduction. Finding the research question. Theme selection according to the students' topic of interest and career direction.	T/P	Lester, P. (2014). *Visual communication: images with messages*. Boston: Wadsworth/Cengage Learning.
2	Making research about the theme selected. Discussions on the research question. Defining main research topic. Brainstorming.	T/P	Lester, P. (2014). *Visual communication: images with messages*. Boston: Wadsworth/Cengage Learning.

3	Framing the project for development. Elaboration of the research topic and project components. Answering four main questions: What is your project? Who is it for? How is it any different? What is your road map?	T/P	Lester, P. (2014). *Visual communication: images with messages*. Boston: Wadsworth/Cengage Learning.
4	Research led practice. Primary design practice for applied project components.	T/P	Lester, P. (2014). *Visual communication: images with messages*. Boston: Wadsworth/Cengage Learning. Smith, H. & Dean, R. (2009). *Practice-led research, research-led practice in the creative arts*. Edinburgh: Edinburgh University Press.
5	Research led practice. Primary design practice for applied project components.	T/P	Lester, P. (2014). *Visual communication: images with messages*. Boston: Wadsworth/Cengage Learning. Smith, H. & Dean, R. (2009). *Practice-led research, research-led practice in the creative arts*. Edinburgh: Edinburgh University Press.
6	Research led practice. General design practice and design of the theoretical presentation for applied project components.	T/P	Lester, P. (2014). *Visual communication: images with messages*. Boston: Wadsworth/Cengage Learning.
7	Research led practice. General design practice and design of the theoretical presentation for applied project components.	T/P	Lester, P. (2014). *Visual communication: images with messages*. Boston: Wadsworth/Cengage Learning.
8	Midterm presentation and jury.	T/P	-
9	Implementation of the project. Visual identity and product design.	T/P	Weinschenk, S. (2011). *100 things every designer needs to know about people*. Berkeley, CA: New Riders.
10	Implementation of the project.	T/P	Weinschenk, S. (2011). *100 things every designer needs to know about people*. Berkeley, CA: New Riders.
11	Implementation of the project	T/P	Weinschenk, S. (2011). *100 things every designer needs to know about people*. Berkeley, CA: New Riders.
12	Implementation of the project	T/P	Weinschenk, S. (2018). *100 things every presenter needs to know about people*. Edgar, WI: The Team W Inc.
13	Implementation of the project	T/P	Weinschenk, S. (2018). *100 things every presenter needs to know about people*. Edgar, WI: The Team W Inc.
14	Implementation of the project	T/P	Weinschenk, S. (2018). *100 things every presenter needs to know about people*. Edgar, WI: The Team W Inc.

15	Presentation practice for the Final jury, and mockup preparation.	P	Duarte, N. (2010). *Resonate: present visual stories that transform audiences*. Hoboken, N.J: Wiley.
16	Presentation practice for the Final jury, and mockup preparation.	P	Duarte, N. (2010). *Resonate: present visual stories that transform audiences*. Hoboken, N.J: Wiley.
17	Final presentation and jury.	P	

Required Course Material(s) / Reading(s)/ Text Book(s)	Lester, P.M. (2020) *Visual Communication : Images with Messages*. Lex Publishing. (P93.5 .L47 2014) Weinschenk, S. (2011). *100 things every designer needs to know about people*. Berkeley, CA: New Riders. (REF NK1520 | .W45 2016) Smith, H. & Dean, R. (2009). *Practice-led research, research-led practice in the creative arts*. Edinburgh: Edinburgh University Press.
Recommended Course Material(s)/ Reading(s) /Other	Duarte, N. (2010). *Resonate: present visual stories that transform audiences*. Hoboken, N.J: Wiley. Weinschenk, S. (2018). *100 things every presenter needs to know about people*. Edgar, WI: The Team W Inc.

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.					x
2	Knows the principles and elements of basic design.					x
3	Knows the history, theories and theorists of visual communication.					x
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					x
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.					x
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.					x
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity					x
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.					x
9	Applies visual communication design techniques with design technologies in developing and changing media environments.					x
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.					x
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.					x
12	Has the ability to use research methods and techniques in the field of Visual Communication.					x
13	Has the competence to research, plan, implement and report during the project phase.					x
14	Has the competence to establish the connection between design and aesthetic values.					x
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.					x
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.					x
17	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.					x
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.					x
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.					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	15		6	90
Mid-Term	1		30	30
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		40	40
Other	-		-	-
TOTAL WORKLOAD				250
TOTAL WORKLOAD / 25				10
ECTS				**10**

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.

The assessment will be rendered by the faculty jury based on the learning outcome of the students 8 semester education.

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

PREPARED BY	Korhan Akbaytogan
UPDATED	01.01.2025
APPROVED	