

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Innovative Approaches in Communication	COMM204	IV	Theory 3	Practice 0	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	YES	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor	Assist. Prof. Dr Huri Yontucu	E-mail: huri.yontucu@arucad.edu.tr Office No: Office 18		
Course Objectives	This course aims to teach students innovative approaches to communication. Every week, an academician, an artist or a professional is going to discuss a specific topic.			
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods	
	Foundational concepts related to innovation, creativity, sustainability, and digital communication are presented by the instructor to offer students a structured theoretical base. This provides context for the weekly guest speakers and field observations.	Direct instruction technique & Discussion	Mid-Term & Final Exams	
	Each session includes structured discussion moments where students reflect on the themes addressed by the guest speakers (e.g., sustainability, journalism, freedom of expression). They are encouraged to critically evaluate how these ideas influence the field of communication.	Direct instruction technique & Discussion	Mid-Term & Final Exams	
	Students are exposed to real-life industry practices through invited speakers from different areas of communication. These experiences offer opportunities for critical	Case Study & Discussion	Mid-Term & Final Exams	

	engagement with current practices and the application of theory to real contexts.		
	Students analyze case examples and real-world practices presented during the sessions, such as startup strategies, advocacy communication, or branding practices. These are discussed within the framework of innovative communication approaches.	Direct instruction technique & Discussion	Mid-Term & Final Exams
	Students are expected to come to class having prepared for the topic and speaker of the week. Their participation is shaped by thoughtful questions, observations, and linkages to broader communication theories.	Discussion	Mid-Term & Final Exams
	The course encourages students to reflect on communication ethics, the social responsibility of media professionals, and the relationship between innovation and inclusivity. These reflections are supported by weekly engagements and cumulative insights from guest sessions.	Direct instruction technique & Discussion	Mid-Term & Final Exams
Course Content	<p>This course is designed to enable students to obtain knowledge on innovative approaches in communication by introducing them to the artists, designers, and representatives working in different fields of communication and academics. The students need to take this course before the internship to have the opportunity to meet with people from the field of their own interest. Moreover, the course also aims to provide students with knowledge on occupational health and safety from specialists or academicians working in that field.</p>		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementati on (theory/practi ce)	Required Reading, Preliminary preparation
1	Syllabus review: course requirements, assignment and assessment policies, and reading list		
2	06.03.2025 Rodin Trip /Gizem Kaya		
3	13.03.2025 Corporate Communication Team		

4	20.03.2025 Derya Ulubatlı		
5	27.03.2025 Aysun Şabanlı Sustainable Brand		
6	03.04.2025 Rasih Reşat The Evolving Role of Journalism in the Digital Age		
7	10.04.2025 Mine Athi Media and The Limits of Freedom of Expression		
8	Mid-terms 12-19 April		
9	24.04.2025 Yaşar Demirkent SWAPP		
10	01.05.2025 Worker's Holiday		
11	08.05.2025 Rasih Reşat		
12	15.05.2025 Devrim Varoğlu		
13	22.05.2025 Cherry Red		
14	29.05.2025 Ozan Çuvalcıoğlu		
15	05.06.2025 Hasan Tabakcı Startup Spark: Ignite Your Entrepreneurial Journey		
16	12.06.2025 Walls In Educational Trip		
17	Final Exams 20-27 June		

Required Course Material(s) / Reading(s)/ Text Book(s)	
Recommended Course Material(s)/ Reading(s) /Other	

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Attendance	-	-
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	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.	√				
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	HOURLY	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	14		3	42
Mid-Term	1		20	20
Quiz	-		-	-

Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		25	25
Other	-		-	-
TOTAL WORKLOAD				129
TOTAL WORKLOAD / 25				5.16
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.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

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

PREPARED BY	Assist. Prof. Dr Huri Yontucu
UPDATED	05.02.2024
APPROVED	