



**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	Practice		
Writing Skills	DIME301	2022-23 Fall	2	2	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		-	

<b>Language of Instruction</b>	English
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<b>Course Instructor</b>	Senior Instructor Can Bekcan eMail : <a href="mailto:can.bekcan@arucad.edu.tr">can.bekcan@arucad.edu.tr</a> / <a href="mailto:can@canbekcan.com">can@canbekcan.com</a>
<b>Course Objectives</b>	This course teaches the core skills of content providing, reporting, and creative writing for the different business lines such as SNS management, advertisement, game, etc. Also, it helps to improve story telling skill.
<b>Course Learning Outcomes</b>	Be able to write effective headlines, short contents, to use hooking technique, astonish to reader/visitor/user/gamer, and to write a short feature story, using appropriate description, detail, and quotes.

<b>Course Content</b>	<p>The core components of the course assignments, projects, presentation, and studio practices. Studio practices are completed in class under deadline pressure. Additional assignments may be added as needed.</p> <p>Assignments' feedback will come in the form of written comments by the instructor, in-class oral critiques as well as peer evaluations in lab.</p>
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<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementati on (theory/practi ce)</b>	<b>Required Reading, Preliminary preparation</b>
1	Syllabus review: course requirements, assignment, and project, and reading list		
2	Headline Creation	T / P	
3	Short Content	T / P	
4	Spot (Summary/Brief)	T / P	
5	Specific Content (Studio Practice)	T / P	
6	Story Telling	T / P	
7	Word Games	T / P	
8	Mid-Term project submission		
9	Role Playing Game 1	T / P	
10	Role Playing Game 2	T / P	
11	Content Providing for the Web	T / P	
12	Content Providing for Ads	T / P	
13	Ethical Approaches to Writing	T / P	

14	Final project submission		
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<b>Required Course Material(s) / Reading(s)/ Textbook(s)</b>	
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	<ul style="list-style-type: none"> <li>• Writing for Visual Media - <i>Anthony Friedmann</i></li> <li>• Writing and the Digital Generation: Essays on New Media Rhetoric – <i>Heather Urbanski</i></li> <li>• Writing Skills Success in 20 Minutes a Day – <i>Judith F. Olson</i></li> <li>• <i>Writing About Screen Media</i> - <i>Lisa Patti</i></li> <li>• Writing and Digital Media - <i>Luuk Van Waes, Mariëlle Leijten, Christine M. Neuwirth</i></li> <li>• The Basics of Media Writing: A Strategic Approach - <i>Scott A. Kuehn, Andrew Lingwall</i></li> </ul>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	-	-
Quiz	-	-
Assignment	5	35
Project	2	40
Field Study	-	-
Presentation / Seminar	1	10
Studio Practice	2	15
Other (Attendance)	-	-
Discussion	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	-	-
<b>TOTAL</b>		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	Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of writing communication in contemporary culture.					√
2	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					√
3	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audio-visual multimedia design.	√				
4	Create an understanding of the impact and importance of visual culture in its diverse global forms.			√		
5	Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, alongside the theoretical analysis of visual representation in its social context).	√				
6	Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.					√
7	Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					√
8	Have an understanding of different eras of visual communication and its historical development.			√		
9	Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.			√		
10	Understand visual cultures within a variety of past societies and contemporary and future design trends.				√	
11	Develop the knowledge of below and above the line visual design in a commercial context.	√				
12	Understand the terminology and methodology of critical visual analysis.			√		

<b>ECTS / STUDENT WORKLOAD</b>				
<b>ACTIVITIES</b>	<b>NUMBER</b>	<b>UNIT</b>	<b>HOUR</b>	<b>TOTAL (WORKLOAD)</b>
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		2	28
Mid-Term	-		-	-
Quiz	-		-	-
Assignment	5		3	15
Project	2		3	30
Field Study	-		-	-
Presentation / Seminar	1		3	20

Studio Practice	2		4	8
Final Examination/ Final Project/ Dissertation	-		-	-
Other	-		-	-
<b>TOTAL WORKLOAD</b>				157
<b>TOTAL WORKLOAD / 25</b>				5
<b>ECTS</b>				<b>5</b>

#### **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 by the Education and Examination Regulation set forth by the University.

<b>PREPARED BY</b>	Senior Instructor Can Bekcan
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<b>UPDATED</b>	09.11.2022
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<b>APPROVED</b>	
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