

**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
<b>Computer Graphics and Images</b>	VCDE 132	IV	<b>Theory</b> 2	<b>Practice</b> 2	3	6
<b>Course Type</b>	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	X	-	-	-	-	-
<b>Level of Course</b>	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		X		-	

<b>Language of Instruction</b>	English
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<b>Course Instructor(s)</b>	Sen, Ins, Görkem Esengöl	E-mail: gorkem.esengol@arucad.edu.tr Office: ES OFF 04	
<b>Course Objectives</b>	<p>This course introduces students to contemporary raster image editing within today's AI-enhanced and content-driven design landscape. Students explore advanced pixel-based image manipulation for digital, social and hybrid media, learning how to transform photography, build conceptual collages and develop visually compelling graphic compositions. The course strengthens skills in digital photo retouching, colour grading, compositing and introductory digital painting, while encouraging critical and creative thinking in image-making. By the end of the course, students gain practical and adaptable expertise in raster editing techniques, preparing them to produce impactful visual work for modern design contexts.</p>		
<b>Course Learning Outcomes</b>	<b>Students will be able to:</b>	<b>Teaching Methods</b>	<b>Evaluation Methods</b>
	Students will identify and define key concepts and tools used in computer graphics and digital imaging, explain the	Demonstration and Direct instruction technique	Project submission with certain

	<p>differences between raster and vector formats, recall fundamental principles of resolution, colour modes, layers and composition, select appropriate tools and techniques within Photoshop for specific design tasks, and describe the process of constructing clear and effective visual compositions through the considered use of colour, contrast, scale, masking and non-destructive editing across print and digital media.</p>		<p>criteria in design expecting to be met, criteria exam is design quality, efficiency with tools and overall document management</p>
	<p>Students will apply core Photoshop techniques to create clear and engaging visual compositions, plan and build designs using layers, guides and grids, adjust scale, colour, tonal range and proportions to achieve precision and consistency, explain their editing and design decisions by presenting step-by-step development and demonstrating practical tool use, and organise files and layer structures systematically for efficient refinement, non-destructive workflows and professional output for both print and digital formats.</p>	<p>Demonstration and Direct instruction technique</p>	<p>Project submission with certain criteria in design expecting to be met, criteria exam is design quality, efficiency with tools and overall document management</p>
	<p>Students will analyse complex digital images and graphic compositions by breaking them down into layers, visual hierarchy, colour relationships and compositional structure, classify editing techniques and visual effects according to purpose and impact, examine alignment, balance, contrast and tonal consistency to improve clarity and cohesion, critique Photoshop-based work using established design principles and technical standards, and explain how choices in retouching, compositing, colour grading and manipulation directly influence meaning, mood and overall communication effectiveness.</p>	<p>Demonstration and Direct instruction technique</p>	<p>Project submission with certain criteria in design expecting to be met, criteria exam is design quality, efficiency with tools and overall document management</p>
	<p>Students will produce and design original digital image compositions tailored to specific themes or briefs, develop informed ideas about how visual editing choices influence communication and</p>	<p>Demonstration and Direct instruction technique</p>	<p>Project submission with certain criteria in design</p>

<b>Course Content</b>	audience perception, plan and structure projects through mood boards, sketches and layered workflows, synthesise photography, graphics, colour, texture and effects into cohesive visual outcomes, and demonstrate innovation by exploring distinctive editing styles or proposing alternative visual solutions suited to contemporary digital and print contexts.		expecting to be met, criteria exam is design quality, efficiency with tools and overall document management
	Students will critique Photoshop-based work using established design principles and technical standards, compare different editing styles, compositing approaches and visual treatments to identify strengths and weaknesses, justify their design decisions with clear reasoning and relevant design theory, make informed choices regarding composition, colour, contrast, typography integration and image refinement, and evaluate the effectiveness of their visual outcomes by analysing results and reflecting on user or instructor feedback.	Demonstration and Direct instruction technique	Project submission with certain criteria in design expecting to be met, criteria exam is design quality, efficiency with tools and overall document management
	<ul style="list-style-type: none"> <li>• Developing the ability to combine images, graphics and text into clear, visually engaging digital compositions.</li> <li>• Learning how to integrate photographic elements, effects and visual styles cohesively within layered layouts.</li> <li>• Understanding how to organise visual elements, colour and tonal balance within a composition to improve clarity, hierarchy and overall communication effectiveness.</li> </ul>		

**COURSE OUTLINE/SCHEDULE**

Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to Course, Syllabus, and basic intro to raster images.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020

2	Introduction to raster (pixel based) image editing techniques via Adobe Photoshop, and basic layer introduction	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
3	Working with layers and selection tools. Resizing and Transform features. Creating basic collages.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
4	Brush Tool Introduction. Creating your own design.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
5	Masking techniques. Creating collages through masking.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
6	Masking and blending techniques. Creating conceptual collages through masking, transparency and blending.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
7	<b>Midterm Project</b>	<b>MIDTERM</b>	
8	Image adjustment tools for editing raster images. Creating conceptual collages.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020

9	Working with Smart Objects. Creating conceptual collages.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
10	Working with Camera Raw for editing Photographs. deconstruction for typographic design	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
11	Working with brush and pattern tools for digital painting. Creating conceptual collages.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
12	Working with Filters for editing raster images. Creating conceptual collages.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
13	Working with Type tools along with collages. Creating conceptual collages with type. Cover design with type.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
14	Working with Alpha channels and Spot colours. Creating conceptual collages for graphic design works.	T/P	<a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a>  Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020
15	<b>Final Project Week</b>	<b>FINAL</b>	

<p><b>Required Course Material(s) / Reading(s)/ Text Book(s)</b></p>	<ul style="list-style-type: none"> <li>• <b><u>Library Catalogue number:</u></b> <b><u>Materials:</u></b> USB or HDD (Hard Disk)</li> </ul> <p><b><u>Optional:</u></b> Laptop with Adobe software installed. (Adobe Photoshop)</p> <p><b><u>Reading Material:</u></b> Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing. TR267.5.A33 N53 2020</p>
<p><b>Recommended Course Material(s)/ Reading(s) /Other</b></p>	<p><b><u>Recommended Sites:</u></b></p> <p>Adobe Photoshop Shortcuts: <a href="https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html">https://helpx.adobe.com/photoshop/desktop/get-started/settings-and-preferences/view-keyboard-shortcuts.html</a></p> <p><b><u>Books:</u></b> McNeil, P. (2017). The visual history of type. London: Laurence King Publishing. Z250.A2 .M36 2017</p>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60
<b>TOTAL</b>		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	Has the skills and competence to turn their designs into a portfolio document and present them.		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			













<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)	15		4	60
Preliminary Preparation and self- study	15		4	60
Mid-Term	1		15	15
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		25	25
Other	-		-	-
<b>TOTAL WORKLOAD</b>	-		-	160
<b>TOTAL WORKLOAD / 25</b>				6.4
<b>ECTS</b>				6

<b>ETHICAL RULES WITH REGARD TO THE COURSE</b>
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### 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.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	X
	SDG 5: Gender Equality	
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	X
	SDG 9: Industry, Innovation and Infrastructure	X
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	
	SDG 13: Climate Action	X
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	

**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.

<b>PREPARED BY</b>	Sen, Ins, Görkem Esengöl
<b>UPDATED</b>	02.03.2026
<b>APPROVED</b>	