

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Innovative Approaches in Communication	COMM204	4	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		-	

<b>Language of Instruction</b>	English
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<b>Course Instructor</b>	Dr. Kamil Bartu Feridun	E-mail: bartu.feridun@arucad.edu.tr	
<b>Course Objectives</b>	This course aims to teach students innovative approaches to communication. Every week, an academican, an artist or a professional is going to discuss a specific topic.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Explain the key concepts of innovative media practices and current trends in digital communication, and relate them to different media forms.	Guest seminars, field trips, and in-class analysis/evaluation of these activities.	Assessment is based on weekly assignments/projects completed throughout the term.
	Critically examine new media examples and evaluate them in terms of ethics and sustainability	Guest seminars, field trips, and in-class analysis/evaluation of these activities.	Assessment is based on weekly assignments/projects completed throughout the term.

	Analyze contemporary media production processes and organizational approaches based on guest seminars and field observations.	Guest seminars, field trips, and in-class analysis/evaluation of these activities.	Assessment is based on weekly assignments/projects completed throughout the term.
	Contribute to in-class discussions through weekly preparation and readings, and develop interpretations connected to their academic/professional interests.	Guest seminars, field trips, and in-class analysis/evaluation of these activities.	Assessment is based on weekly assignments/projects completed throughout the term.
<b>Course Content</b>	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.		

**COURSE OUTLINE/SCHEDULE**

<b>Week</b>	<b>Topic</b>	<b>Implementation (theory/practice)</b>	<b>Required Reading, Preliminary preparation</b>
1	Course Introduction (02.03.2026)	T	Course syllabus
2	The Arkin Rodin Collection Gallery Visit	T/P	Assignment form prepared for the field trip
3	Beyond One Skill: Becoming a Versatile Communicator - Tunc Ozceber	T	Assignment form prepared for the seminar
4	The Animation Pipeline & Career Development - Arvin Medghalchi	T	Assignment form prepared for the webinar
5	Alumni - Student Meeting: Nafas Taheri	T	Assignment form prepared for the seminar

6	Fusun Aroglu - Women's Entrepreneurship in Cyprus	T	Assignment form prepared for the seminar
7	Report Preparation and Presentation	T	In-class discussion
8	General Review and Mid-Term	T	
9	Graphic Design Support for WHO Workshop I	T/P	Materials and brief prepared for the workshop
10	Graphic Design Support for WHO Workshop II	T/P	Materials and brief prepared for the workshop
11	Graphic Design Support for WHO Workshop III	T/P	Materials and brief prepared for the workshop
12	Graphic Design Support for WHO Workshop IV	T/P	Materials and brief prepared for the workshop
13	Graphic Design Support for WHO Workshop V	T/P	Materials and brief prepared for the workshop
14	Graphic Design Support for WHO Workshop VI	T/P	Materials and brief prepared for the workshop
15	Final Examination Week		

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

<b>ASSESSMENT</b>		
<b>Learning Activities</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid-Term	1	50
Attendance	-	-
Assignment	-	-
Project	-	-
Field Study	-	-

Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	50
<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.				√	
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.	√			

<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		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	-		-	-
<b>TOTAL WORKLOAD</b>				129
<b>TOTAL WORKLOAD / 25</b>				5.16
<b>ECTS</b>				<b>5</b>

<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	X
	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	X
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	X
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	X
	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 Assessment Details as indicated below, and comply with the Education and Examination Regulation set forth by the University.

<b>PREPARED BY</b>	Dr. Kamil Bartu Feridun
<b>UPDATED</b>	30.03.2026
<b>APPROVED</b>	