

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Internship	VCDE 308	6	Theory 0	Practice 0	0	5
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
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Course Instructor(s)	Snr Inst. Korhan Akbaytogan	E-mail : korhan.akbaytogan@arucad.edu.tr Office : Printmaking studio	
Course Objectives	Internships are off or on-campus experiential learning activities designed to provide students with opportunities to make connections between the theory and practice of academic study and the practical application of that study in a professional work environment. Internships offer the opportunity to “try out” a career while gaining relevant experience and professional connections. Internships are completed under the guidance of an on-site supervisor and a faculty sponsor, who in combination with the student will create a framework for learning and reflection.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Gain practical experience within the business environment	On-site supervision, task execution	Internship booklet overview
	Acquire knowledge of the industry in which the internship is done	Field immersion, mentor discussion	Internship booklet overview
	Apply knowledge and skills learned in the classroom in a work setting	Real-world application, reflective practice	Internship booklet overview

Course Content	Work and gain experience for professional career development	Job shadowing, portfolio building	Internship booklet overview
	Complete 125 hours (15 work days) of field-based learning	Hour logging, progress monitoring	Internship booklet overview
	<p>In this internship course, students will engage in supervised professional practice to demonstrate and perform real-world tasks within a business environment. They will observe and analyze industry-specific operations to understand workplace structures and expectations. Through active participation, students will apply and integrate the knowledge and skills gained from their academic coursework into practical settings, reinforcing their learning through implementation and reflection. As they develop professional competencies, they will practice workplace communication, time management, and project execution to prepare for their future careers. Over the course of the internship, students are required to track and fulfill a minimum of 125 hours of field-based experience, under the joint guidance of a faculty sponsor and an on-site supervisor, who will help them evaluate their progress and professional growth.</p>		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Workplace Engagement (attendance, professionalism, group communication, team leadership)	P	
2	Progress Report (reflection on learning objectives, weekly written accounts.	P	
3	Progress Report (reflection on learning objectives, weekly written accounts.	P	
4	Progress Report (reflection on learning objectives, weekly written accounts.	P	
5	Progress Report (reflection on learning objectives, weekly written accounts.	P	
6	Progress Report (reflection on learning objectives, weekly written accounts.	P	
7	Progress Report (reflection on learning objectives, weekly written accounts.	P	
8	Progress Report (reflection on learning objectives, weekly written accounts.	P	

9	Progress Report (reflection on learning objectives, weekly written accounts.	P	
10	Progress Report (reflection on learning objectives, weekly written accounts.	P	
11	Progress Report (reflection on learning objectives, weekly written accounts.	P	
12	Progress Report (reflection on learning objectives, weekly written accounts.	P	
13	Progress Report (reflection on learning objectives, weekly written accounts.	P	
14	Progress Report (reflection on learning objectives, weekly written accounts.	P	
15	Completion of internship	P	

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

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	-	-
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	1	100
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	-	-

TOTAL	-	100
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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 analyse, understand and interpret projects in the field of visual communication design with a critical and independent approach.					√
17	Has the skills and competence to turn their designs into a portfolio document and present them.					√

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	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	-		-	-
Preliminary Preparation and self- study	-		-	-
Mid-Term	-		-	-
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	1		125	125
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	-		-	-
Other	-		-	-
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
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 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	X
	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	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	X

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.

PREPARED BY	Snr Inst. Korhan Akbaytogan
UPDATED	08.03.2026
APPROVED	