

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Computer Graphics and Image	VCDE132	II	Theory 2	Practice 2	3	6
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)	Can Friedrich Luckinger	E-mail : can.luckinger@arucad.edu.tr Office : TI-OFF07	
Course Objectives	This course introduces students to the Raster image editing techniques. Throughout the course students will learn how to manipulate every kind of raster (pixel based) image. They will be asked to create conceptual collages and basic graphic design works. Gaining skills for editing digital photography, rendering basic digital painting, and developing practical knowledge on how to use raster image editing techniques for various design assignments are the main objectives of this course.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Students will recall Photoshop tools and terminology.	Lectures and demonstrations on Photoshop's interface and tools.	Quick recall exercises during class.
	Students will explain the purpose of different tools and techniques.	Class discussions on when to use masks vs. layers.	Group discussions comparing techniques.

Course Content	Students will use Photoshop tools to edit and manipulate raster images.	In-class challenges to recreate effects or techniques.	Before-and-after comparisons of edited images.
	Students will break down complex images and identify techniques used.	Peer critiques to analyze work and suggest improvements.	Peer feedback sessions.
	Students will assess design choices and justify editing techniques.	Self-critique of project outcomes.	Critique sessions with structured feedback.
	Students will produce original raster graphics for artistic and commercial use.	Capstone projects integrating various techniques.	Grading on creativity, execution, and problem-solving.
	<ul style="list-style-type: none"> • Introduction to raster (pixel based) image editing techniques via Adobe Photoshop • Understanding raster image features; image size, pixels, resolution • Utilising Camera Raw features • Working with layers • Selection tools; cutting, pasting, resizing and transforming for collage • Masking among layers for collage • Utilising image adjustment tools for colour and light adjustments • Utilising gradients, transparencies, blending modes, colour palettes and some other features for editing raster images • Using brush and pattern tools for digital painting. • Using filters with raster images • Using type tools with raster images • Utilising vector graphics and smart objects with raster images • Using Alpha Channels and Spot colours • Creating conceptual collage illustrations 		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation

1	Introduction to Course and Syllabus	T/P	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	T/P	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	Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing.TR267.5.A33 N53 2020
4	Working with layers and advanced selection tools. Creating collages.	T/P	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	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	Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing.TR267.5.A33 N53 2020
7	Image adjustment tools for editing raster images. Creating conceptual collages.	T/P	Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing.TR267.5.A33 N53 2020
8	Midterm. Portfolio presentation.		
9	Working with Smart Objects. Creating conceptual collages.	T/P	Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing.TR267.5.A33 N53 2020
10	Working with Camera Raw for editing Photographs.	T/P	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	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	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	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. Finalizing works	T/P	Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing.TR267.5.A33 N53 2020
15	Finalizing works	T/P	
16	Final. Portfolio presentation.	T/P	
17	FINAL SUBMISSION		

Required Course Material(s) / Reading(s)/ Text Book(s)	Library Catalogue number: Nichols R., . (2020). Mastering Adobe Photoshop Elements 2021. Birmingham: Packt Publishing.TR267.5.A33 N53 2020
Recommended Course Material(s)/ Reading(s) /Other	Laskevitch S., Safari a. O. M. C., . (2020). Adobe Photoshop. San Rafael, CA: Rocky Nook Inc. TR267.5.A3 L37 2020

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
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.	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				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		2	28
Mid-Term	1		33	33
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		33	33
Other	-		-	-
TOTAL WORKLOAD	-		-	150
TOTAL WORKLOAD / 25				6
ECTS				6

ETHICAL RULES WITH REGARD TO THE COURSE
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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.

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	Can Friedrich Luckinger
UPDATED	24.03.2025
APPROVED	