COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory 2	**Practice** 2		
Graphic Design in Cinema	VCDE 403	VII	2	2	3	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

Course Instructor(s)	Korhan Akbaytogan	E-mail : korhan.akbaytogan@arucad.edu.tr Office : 1127 Printmaking Studio
Course Objectives		This course is all about non-sequential graphic design and art works for Cinema, short films and animations. The course is primarily about designing a Key-Visual movie Poster for any kind of movie or short film in production. The core idea of this course is to be able to communicate by means of Visual Narratology, so that the viewer can understand what the movie is about through the poster and other similar graphic design works.
Course Learning Outcomes		At the end of this course students will be able to create movie poster designs and other visuals for their movies and short films. After designing their Key-Visual movie Poster, students will also learn to design many other related graphic design works like secondary alternative posters, actor-actress posters, flyers, and all sorts of social-media visuals. They will also learn how to create Film Title Logo Designs through integrating Typography with advanced visual manipulation techniques over Photoshop. Throughout the course, students will also gain knowledge about Concept Art for movies like character design and matte painting environments.

Course Content	
	• Advanced editing on ready visuals and photographs
	• Advanced editing on original photographs
	• Creating conceptual collage with visuals and photographs
	• Utilising Visual Narratology for collages
	• Designing Key-Visual movie posters
	• Planning and recomposing follow-up designs
	• Utilising typography for movie title logos
	• Applying graphic visual effects to movie title logos
	Creating Concept Art backgrounds and other visuals

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to advanced raster (pixel based) image editing techniques via Adobe Photoshop. Introduction to Graphic Design for Cinema. Project 1, Assignment 1: Key-Visual Movie Poster & follow-up designs for the re-design of an existing movie. Research for visuals (in "Retro" style).	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
2	Subject selection and visual analysis for new concept of a redesign. Advanced editing on ready visuals and photographs: Colour correction. Improving image quality.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
3	Advanced editing on ready visuals and photographs: Creating new conceptual collage with visuals and photographs. Use of Visual Narratology for the new concept of a re-design.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
4	Assignment 2: New movie Title Logo Design for the re-design of an existing movie.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.

5	Assignment 3: Planning and recomposing follow-up designs. Other follow-up designs; secondary alternative posters, actor-actress posters, flyers, and all sorts of social-media visuals.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
6	Other follow-up designs; secondary alternative posters, actor-actress posters, flyers, and all sorts of social-media visuals. Design for promotional items.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
7	Finalizing the Key-Visual Movie Poster & follow-up designs for the re-design of an existing movie.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
8	Midterm. Presenting the Key-Visual Movie Poster & follow-up designs for the re-design of an existing movie.	P	
9	Project 2, Assignment 1: Key-Visual Movie Poster & follow-up designs for an original (imaginary or un-screened) movie. Subject selection and research for the concept of a new original design.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
10	Photography session and editing. Creating new conceptual collage with visuals and photographs. Use of Visual Narratology for the concept of a new original design.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
11	Assignment 2: New movie Title Logo Design for an original (imaginary or un-screened) movie.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
12	Assignment 3: Planning and recomposing follow-up designs. Other follow-up designs; secondary alternative posters, actor-actress posters, flyers, and all sorts of social-media visuals.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
13	Finalizing the Key-Visual Movie Poster & follow-up designs for an original (imaginary or un-screened) movie.	T/P	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
14	Final. Presenting the Key-Visual Movie Poster & follow-up designs for an original (imaginary or un-screened) movie.		

Required Course Material(s) / Reading(s)/ Text Book(s)	Foster, J. (2006). *New masters of poster design : poster design for the next century*. Gloucester, Mass: Rockport Publishers.
Recommended Course Material(s)/ Reading(s) /Other	Lupton, E. (2015). *How posters work*. New York, NY New York, NY: Cooper Hewitt, Smithsonian Design Museum, Distributed Worldwide by ARTBOOK-D.A.P. Chojnacki, M. (2013). *Alternative movie posters : film art from the underground*. Atglen, PA: Schiffer Publishing Ltd.

ASSESSMENT		
Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term	1	30
Quiz	-	-
Assignment	-	-
Project	2	40
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	30
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

Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.		▇		
Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.			▇	
Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.				▇
Create an understanding of the impact and importance of visual culture in its diverse global forms.			▇	
Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, along side the theoretical analysis of visual representation in its social context).			▇	
Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.		▇		
Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.			▇	
Have an understanding of different eras of visual communication and its historical development.			▇	
Work as a professional, maintaining high standars of practice and adapt to a rapidly changing environments and gain the ability to work in a team.			▇	
Understand visual cultures within a variety of past societies and contemporary and future design trends.				▇
Develop the knowledge of below and above the line visual design in a commercial context.				▇

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		1	14
Mid-Term	1		12	12
Quiz	-		-	-
Assignment	-		-	-
Project	2		15	30
Field Study	-		-	-

Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		13	13
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 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/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Students will be given 2 main projects with 6 sub-assignments during the lessons to practice. Throughout the course, the related subjects of the discipline will be put into spotlight. Along with the practical assignments, students will also be given conceptual assignments for research. At the end of the course they will be asked to prepare both written and visual presentations that put everything they learn into practice.

PREPARED BY	Snr. Lec. Korhan Akbaytogan
UPDATED	30.09.2021
APPROVED	