

Visual Communication Design Programme Learning Outcomes

PÖA1 Possesses fundamental knowledge and scientific understanding of communication science, visual communication design principles, design rules, aesthetics, and visual culture,

PÖA2 Knows the basic dynamics of sub-fields such as photography, computer, web design, desktop publishing, print preparation, presentation techniques, graphics, multimedia design, publication design, digital culture, animation, typography, video and its sociology,

PÖA3 Has the ability to design using current communication technologies,

PÖA4 Continuously develops themselves in line with social, cultural, scientific and professional ethical values, follows design trends and technological developments,

PÖA5 Considers social responsibility and benefit while pursuing their profession,

PÖA6 Possesses critical thinking skills,

PÖA7 Able to demonstrate professional competence and skills in relevant areas of visual communication design,

PÖA8 Possessing interdisciplinary thinking and application skills,

PÖA9 To train professionals who are open to development, inquisitive, and possess the qualities required by the discipline of visual communication.