

**ARKIN UNIVERSITY OF
CREATIVE ARTS AND DESIGN
FACULTY OF COMMUNICATION
NEW MEDIA AND COMMUNICATION
DEPARTMENT
2024-2025 ACADEMIC YEAR*
DOUBLE MAJOR PROGRAMME
For the New Media and Communication Department****

University-wide Common Courses		
COURSE NAME	COURSE NAME	KREDİ
SOFL101/INGL101	Academic English I	3
SOFL102/INGL102	Academic English II	3
TUDI/TURK 201	Turkish Language I	2
TUDI/TURK 202	Turkish Language II	2
AITT/HIST 201	Atatürk Principles and History of Revolutions I	2
AITT/HIST 202	Atatürk Principles and History of Revolutions II	2
	University Elective I	3
	University Elective II	3
Total University-wide Common Credit and ECTS		20

**Visual Communication Design, and New Media and Communication and Programmes
Common Courses**

Fall Semester Courses

Course Code	Course Name	Hour	Local Credit
COMM101/ İLET101	Fundamentals of Communication	3	3
PHVD103/ YMED103	Basic Photography	1-4	3
COMM201/ İLET201	Theories of Communication	3	3
COMM301/ İLET301	Research Methods in Social Sciences	3	3
VCDE307/ GİTA307	Infographic Design***	2-2	3
FIDE331/ SİNE331	Visual Design and Motion Effects	2-2	3
COMM401/ İLET401	Digital Aesthetics	3	3
COMM403/ İLET403	Creative Pitching	2-4	4
	Faculty Elective Course	2-2 / 3-0	3
	Faculty Elective Course	2-2 / 3-0	3
VCDE and NMC Autumn Semester Common Course Totals			31

Spring Semester Courses

Course Code	Course Name	Hour	Local Credit
COMM122/ İLET122	Digital Storytelling	2-2	3
COMM102/ İLET102	History of Communication	3	3
VCDE132/ GİTA132	Computer Graphics and Image	2-2	3
COMM202/ İLET202	Sociology of Communication	3	3
COMM204/ İLET204	Innovative Approaches	3	3
COMM302/ İLET302	Creative and Critical Thinking	3	3
VCDE302/ YMED304	Portfolio Design/ Digital Media Portfolio	2-2	3
YMED308/ VCDE308	Internship	0	0
	Faculty Elective Course	2-2 / 3-0	3
	Faculty Elective Course	2-2 / 3-0	3
VCDE and NMC Spring Semester Common Course Totals			27

VCDE and NMC Common Course Totals: 58 Local Credits

The courses that the student of the New Media and Communication must take to do a double major in the Department of Visual Communication Design**

Fall Semester Courses

Course Code	Course Name	Hour	Local Credit
VCDE111	Basic Design	2-2	3
PLAS111	Drawing I	2-2	3
VCDE201	Sight, Sound and Motion	2-2	3
VCDE211	Vectorial Drawing	2-2	3
VCDE301	Illustration	2-2	3
VCDE303	Major Design	2-2	3
	Department Elective Course	2-2 / 3-0	3
	Department Elective Course	2-2 / 3-0	3

Spring Semester Courses

Course Code	Course Name	Hour	Local Credit
VCDE112	Human Centered Design	2-2	3
PLAS112	Drawing II	2-2	3
VCDE212	Typography and Layout	2-2	3
ANIM212	3D Modelling	2-2	3
VCDE402	Brand Design	2-2	3
VCDE404	Final Project	2-4	4
	Department Elective Course	2-2 / 3-0	3
	Department Elective Course	2-2 / 3-0	3

* DMP Programme valid for enrolments in 2024 and before. As of the 2025-2026 Academic Year, the DMP programme has been updated following the new curriculum. Students subject to the new curriculum will be subject to a different DMP Programme.

** New Media and Communication students can apply to the DMP programme if they meet the required language requirement.

*** The VCDE308 Infographic Design course is a department elective course for the Visual Communication and Design Programme. GITA307 Infographic Design course is a compulsory course for the New Media and Communication Programme. In this case, this course will be counted as 1 Visual Communication Design department elective course.

TOTAL LOCAL CREDIT: 49

Total University-wide Common Credits	20
VCDE and NMC Common Course Total Credits	58
Total credits an NMC student must take if s/he wants to do DMP at VCDE	49

ELECTIVE COURSES

Course Code	Course Name	Hour	Credit	ECTS
VCDE204	Publicity and Promotion Strategies	2-2	3	5
VCDE206	Transmedia Storytelling	2-2	3	5
VCDE207	Interpersonal Relationships and Communication	3	3	5
VCDE208	Digital Media Marketing	2-2	3	5
VCDE209	Creative Ads Design	2-2	3	5
VCDE213	Commercial Photography	2-2	3	5
VCDE214	Logo Design	2-2	3	5
VCDE215	Multimedia Communication	2-2	3	5
VCDE216	Creative Ideas in Design	2-2	3	5
VCDE218	Data Mining	3	3	5
VCDE222	Publication Design	2-2	3	5
VCDE224	Future and Emerging Technology	3	3	5
VCDE226	Artificial Intelligence	3	3	5
VCDE233	Strategic Communication Planning and Management	3	3	5
VCDE235	Integrated Marketing Communication	3	3	5
VCDE262	Colour Composition	2-2	3	5
VCDE304	Conventional Printmaking Techniques I	2-2	3	5

VCDE305	Conventional Printmaking Techniques II	2-2	3	5
VCDE306	Package Design	2-2	3	5
VCDE307	Infographic Design	2-2	3	5
VCDE312	Web Design	3	3	5
VCDE313	Media Theories in the Digital Age	3	3	5
VCDE315	Introduction to Stop Motion	2-2	3	5
VCDE401	Interface Design	2-2	3	5
VCDE403	Graphic Design in Cinema	2-2	3	5
VCDE405	Mobile Application Design	2-2	3	5
VCDE406	Special Issues in Visual Communication	2-2	3	5
VCDE408	Digital Illustration	0-6	3	5
VCDE409	Graphic Design in VR and AR Environments	2-2	3	5
VCDE411	Assistive Technologies	3	3	5
VCDE412	Basılı Medya Öncesi ve Sonrası Before and After Print Media	2-2	3	5
VCDE413	Traditional Board Game Design	2-2	3	5
VCDE414	Animation Studio	2-2	3	5
VCDE415	Media Psychology	3	3	5
VCDE416	Technology Ethics	3	3	5