IŞIK UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
VISUAL COMMUNICATION DESIGN DEPARTMENT
MASTER PROGRAM (WITHOUT THESIS) COURSE CONTENTS **(2018-2019)**

GIT 501 VISUAL COMMUNICATION DESIGN PROJECT I (0+0+6) 3 ECTS 12
(Görsel İletişim Tasarımı Proje I)
Identifying the problem, deciding on the approach and analyzing in the field of design. Improving design projects starting from different concepts using "color, illustration, composition and typographic components" in composition and making projects using printing techniques and computer aided programs.

GIT 502 VISUAL COMMUNICATION DESIGN PROJECT II (0+0+6) 3 ECTS 12
(Görsel İletişim Tasarımı Proje II)
Determining a complex visual problem, selecting a specific concept at the end of a research and finding a creative and meaningful solution. All the stages to accomplish a design.

GIT 503 SCIENTIFIC RESEARCH METHODS (3+0+0) 3 ECTS 7
(Bilimsel Araştırma Yöntemleri)
Scientific methods on academic researches, introduction to research. Identifying the research problem, research design, illustration methods, gathering data methods. Providing good references. Research samples related to libraries in Turkey and abroad.

GIT 580 TERM PROJECT (NC) NC ECTS 20
(Dönem Projesi)
Working on a defined graphic design project under the supervision of an advisor and practicing all the knowledge and skills gathered during graduate studies education.

GIT 511 INFORMATION DESIGN (3+0+0) 3 ECTS 7
(Bilgilendirme Tasarımı)
To learn usage areas and media of information design. To comprehend adoptable design criteria which vary due to its interdisciplinary nature. To form background of quality information design solutions for organizing fast and complicated information flow of our age. To present complicated and unorganized data with a systematic, understandable and esthetic visual language.

GIT 512 INTERACTIVE MEDIA (3+0+0) 3 ECTS 7
(İnteraktif Medya)
The interaction of Man and computer. The social effects of new media. Basic applications aimed at Web, flash with interactive CD and 3D animation. Utilising text, image, motion video, sound and animation in various communication media.

GIT 513 EXPERIENCE DESIGN (3+0+0) 3 ECTS 7
(Deneyim Tasarımı)
Experience design is a new approach which concerns all areas of design. Experience is also designed in any design process (product, graphic, service, event, space, etc.) and has a holistic effect on user. To explain design dimensions with examples, to gain students the ability of analyzing various experiences, developing an idea and designing an experience.

GIT 514 DESIGN MANAGEMENT (3+0+0) 3 ECTS 7
(Tasarım Yönetimi)
Applications of management, marketing and branding in fields where creativity and design become prominent. The basics, creativity, and design processes, strategy and management issues of these sectors.

GIT 515 VISUAL ANALYSIS TECHNIQUES (3+0+0) 3 ECTS 7
(Görsel Çözümleme Yöntemleri)
Fundamental theories related to visual reading and esthetics. The application of Semiology in disciplines such as Architecture, Plastic Arts, Industrial Design, Graphic Design, etc.

GIT 516 HISTORY AND THEORY OF DESIGN (3+0+0) 3 ECTS 7
(Tasarım Tarih ve Kuramları)
The stages of development of the concept of design in the world and in Turkey, the phases of design through-out ages. The structure and nature of design process, principles, rules and theories of design activities.

GIT 517 ENTREPRENEURSHIP IN DESIGN (3+0+0) 3 ECTS 7
(Tasarımda Girişimcilik)
Concepts related to entrepreneurship. Creativity and innovativeness of entrepreneurship in design. Protection of brands and designs. Business ideas in entrepreneurship, preparing a business plan, management of business plan, finance and production plans. Entrepreneurship stories and case studies.

GIT 518 DIGITAL ILLUSTRATION (3+0+0) 3 ECTS 7
(Dijital İllüstrasyon)
History and theory of illustration, the importance of digital illustration. Techniques of digital illustration. Production of digital illustration to be used in mass communication for modern-day media.

GIT 519 DIGITAL GAME DESIGN (3+0+0) 3 ECTS 7
(Dijital Oyun Tasarımı)
History of toy design, its basic concepts, logic of team work, graphic reality in games and their pedagogical aspects. Kinds of digital games and their influence. Design process of digital games.

GIT 520 KINETIC TYPOGRAPHY (3+0+0) 3 ECTS 7
(Kinetik Tipografi)
Ways of visual expressions with fonts, usage of fonts as plastic forms. Applied studies in animated graphic design area with the help of basic typographic design concepts in parallel to changing technology.

GIT 521 ANIMATION TECHNIQUES (3+0+0) 3 ECTS 7
(Animasyon Teknikleri)
Theoretical information in the subject of animation. Animation language and logic. Basic items of visual and cinema languages. Animation film techniques. Stages in animation film production with the applications of surface and stop motions.

GIT 522 ANIMATION CINEMA (3+0+0) 3 ECTS 7
(Canlandırma Sineması)

Making an animation film project in the aspect of artistic thought by studying surface-stop motion techniques with its applications in the stages of animation film production.

GIT 523 3D MODELING AND ANIMATION (3+0+0) 3 ECTS 7
(Modelleme ve Animasyon)
Three dimensional modeling and animation techniques and methods. Texture, light, camera and motion. Making the structure of story, character animation, light/music applications and process of bringing them altogether.

GIT 524 CINEMA-TV GRAPHICS (3+0+0) 3 ECTS 7
(Sinema-TV Grafiği)
Studying the areas including time, place and motion in graphic design and applicational studies. The forming of the mobilising stages of image and text and presentation in a certain time period including content management.

GIT 525 CONCEPT DEVELOPMENT IN DESIGN (3+0+0) 3 ECTS 7
(Tasarımda Kavram Geliştirme)
To create innovative and holistic conceptual frames by combining different perspectives of various disciplines. To develop individual and group projects with this aim. To define problem, to ideate, to develop concept and to produce original visual solutions by using creative thinking techniques. To realize conceptual works in order to enrich creative and critical perspective. To conduct experimental projects for searching new ways of visual expression within the context of visual communication design.