VISUAL COMMUNICATION AND DESIGN BACHELOR DEGREE PROGRAM INFORMATION	
General Information	The Department of Visual Communication Design is nurtured by intensive technology practice and visual design infrastructure, which unites Graphic Design and Information Design Expertise. Visual communication is a field that includes printed media, interactive media and motion graphics. It involves a training aimed at making the students acquire the ability to use ways of seeing for specific purposes and problems. As an interdisciplinary field, Visual Communication Design inavitably attributes the interaction between technology and aesthetical sensitivity within the global history of brand-addicted world. Design of printed materials, such as desktop publishing, advertisements, corporate identity instruments and creative fields such as digital graphics, illustration, photopgraphy, video, sound and interface design are comprehended in terms of contemporary habits of visual culture and mess media. Overall, information and image literacy and design skills are gained.
Program Purpose	The program aims to graduate students as competent visual communication designers, who are equiped with knowledge of aesthetical values and creative skills; in interaction with technology, capable of answering the needs of society, thinking multidimensional and adopting the notion of design as a life style. New forms of communication emerging in interactive media makes the education crucial in this field. In the education of visual communication design, it is aimed to train the students to research and produce for interactive media and to draw a path in the academy, in the art field and in the design industry.
Degree Earned	Graudates who completed the program are given a Visual Communication License.
Level of Degree Earned	Bachelor degree (NQF- HETR 6. Level)
Requirements and Rules of the Degree Earned	The Department of Visual Communication Design requires completing 4th year final project and accomplishing Graphic Deign Field courses weighted 142 credits, 209 AKTS in total. Information Design Field includes 144 credits, 312 AKTS. In total, it is necessary to obtain at least 2.00 avarage grade out of 4.00.
Registration Admission Requirements	Having high school and balanced school diploma and having enough points from University Student Selection Exam (TS-2).
Recognition of Prior Learning	Having a high school or equilavent school diploma. Getting enough points from Univesity Student Selection Exam (TS-2). Acceptance of students through undergraduate transfer or external transfer from within or outside the university; special student, guest student and other categories within the scope of exchange programs is carried out with the decision of the faculty board of directors by taking the opinion of the relevant department in the framework of the principles and quotas determined by the Senate.
Examinations, Assessment and Grading	There are quiz, midterm, final exam and make-up exam for the department students. These exams may be in written, in oral, or in both formats. Exam dates except the quiz are announced at least one week before by the Rectorate, relevant departments or teaching staff. There is no obligation for students to be notified in advance of the quizzes. In the undergraduate programs, exams related to English and second foreign language courses applu the principles determined by the Senate.
Teaching Style	Full time education.
Graduation Requirements	Graphic Design area includes 142 credits, 209 AKTS in total. Obtaining at least 2.00 grade point avarage out of 4.00 to successfully complete all of the courses. Field of Information Design in total is 144 credits, 312 AKTS.
Occupational Profiles of Graduated-Employment Opportunities	1- In public institutions' and organizations' design and design related units. 2- In TV and cinema 3- In film and animation production 4- In the companies that design web, multimedia, digital game and interactive information products. 5- In establishments that deal with information technology and data communication. 6- In publishing companies that make newspapers and magazines. 7- In art and design institutions. 8- Rich job opportunities as art director and consultant.
Transition to a Upper Degree	Candidates who have successfully completed their undergraduate education can study in the graduate programs when porived a valid ALES exam score, who also have sufficient skills of English language and points from the language examination to be made by the related department.

NQF-HETR PROGRAM QUALIFICATION MATRIX

Program : Visual Communication and Design

Related NQF-HETR Core Field: Art (Academic) - Bachelor Degree

CORE AREA QUALIFICATIONS			PROGRAM QUALIFICATIONS										
			1	2	3	4	5	6	7	8	9	10	11
INFORMATION	Theoretical - Factual	Has knowledge about art culture and aesthetic issues.	X	X	X	X	X	X	X	X	X	X	X
		Has knowledge about the art history that is specific to the related art field.	X	X	X	X	X	X	X	X	X	X	X
		Has knowledge of art and design materials.	X	X	X	X	X		X	X	X	X	X
		Is knowledgeable about art and design methods and techniques.	X	X	X	X	X		X	X	X	X	X
		Has knowledge of the legal regulations and procedures in the field of art concerned.				X		X	X	X	X	X	X
		Is knowledgeable about the interdisciplinary interaction with which the related art field is related.	X	X		X	X		X	X	X	X	X
		Has knowledge about research methods.	X		X	X	X	X	X		X	X	X
		Is knowledgeable about methods of artistic criticism.			X	X	X	X	X	X	X	X	X
		Is knowledge about art and science ethics.	X	X	X	X	X		X	X	X	X	X
SKILLS	Cognitive - Applied	Provides theory and practice integrity.	X	X	X	X	X		X	X	X	X	X
		Uses methods and techniques related to the related art field.	X	X	X	X	X		X	X	X		X
		Evaluates the interaction of the subdisciplines within the related art field.	X	X	X	X	X		X	X	X		X
		Has the ability to interpret based on analysis.	X	X	X	X	X		X	X		X	X
		Develops multidimensional perception, thinking, designing and practicing skills.	X	X	X	X	X		X	X		X	X
		Embodies sensory perception.	X	X	X	X	X		X	X		X	X
COMPETENCIES	Ability to work independently and to take responsibility	Works independently, independently and / or within the group in a harmonious and productive manner.	X		X				X	X		X	
		Takes part in the project process effectively.	X		X				X	X	X	X	
		Shares their original works related to their field with the society and evaluate their results.	X					X	X	X	X	X	X
	Learning Competence	Questions their own work.	X	X	X	X	X	X	X	X		X	X
		Thinks analytically and critically.	X	X	X	X	X	X	X	X		X	X
		Absorbs the concept of lifelong learning.	X		X	X	X	X	X	X	X	X	X
	Communication and Social Competence	Shares work related to their field by defining the target mass.	X						X	X	X		X
		Has the communication skills to collect their work.	X			X			X	X	X		X
		Transfers the subjects related to his / her field to the expert or non-expert persons effectively and accurately by using visual, written and oral communication methods.	X		X	X	X	X	X	X	X		X
		Tracks information in their field using a foreign language and communicate with their colleagues (European Language Portfolio B1 General Level).	X			X	X		X	X	X		X
		Uses the information and communication technologies with at least the European Computer Use License Advanced level that the field requires.	X	X	X	X	X		X	X	X	X	X
	Field Specific Competence	Is aware of national and international values in art and design.	X		X	X	X	X	X	X	X	X	X
		Can transform abstract and concrete concepts into creative, innovative and original works.	X	X	X	X	X		X	X		X	X
		Has the sensitivity to work successfully in the field.	X		X	X	X	X	X	X			X
		Has aesthetic awareness.	X	X	X	X	X		X	X		X	X

	Visual Communication and Design Program Qualifications
1	To be able to use the theoretical and applied knowledge obtained in the Visual Communication Design field (Information, Multimedia and Graphic Design).
2	To comprehend the visual composition principles and to apply them in the design process.
3	To access to a levels of capability in solving problems with various design methodologies.
4	To be competent in the roduction standarts of Visual Communication Design field and to be able to use necessary computer software, information and communicaiton technologies.
5	To follow and examine the developments in the field of Visual Communication Design covering Turkey and abroad.
6	To be conscious about social and ethical values and to be sensitive while creating works in Visual Communication Design field.
7	To have advanced knowledge and experience in the field of video and photography, including image processing, editing and post-production techniques.
8	To be able to take responsibility as an individual and team member to solve complex and unforeseen design problems in a creative way within visual communication design applications.
9	To able to use a second foreign language when following contemporary information and communicating to the colleges.
10	To be able to evaluate the knowledge and skills that are possessed through a critical approach and to be able to personally keep learning in the field.
11	To be able to translate ideas into a visual language using image and word in a creative unity.

Program Qualifications Course Matrix of Visual Communication and Design		Program Qualifications										
Code	Course Name	1	2	3	4	5	6	7	8	9	10	11
GİT 101	Basic Design I	2	4	4	2	3	3	2	5	3	5	4
GİT 103	Drawing I	2	4	2	1	2	2	1	2	1	5	1
GİT 110	Computer Graphics	3	3	4	4	5	3	2	2	3	5	3
FSD1	Faculty Elective Course	3	3	4	4	5	3	2	2	3	5	3
İNG 001/001U	English I											
TÜR 101	Turkish I											
GİT 102	Basic Design II	3	5	5	3	4	4	2	5	3	5	5
GİT 104	Drawing II	3	5	3	1	2	2	1	2	1	5	1
GİT 106	Introduction To Visual Communication Design	4	2	2	2	5	3	1	1	3	5	2
FSD2	Faculty Elective Course											
FSD3	Faculty Elective Course											
İNG 002/002U	English II											
OEG 101	Introduction To Joint Education											
TÜR 102	Turkish II											
AİT 201	Atatürk's Principles And History Of Turkish Revolution I											
GİT 201	Visual Communication Design Studio I	4	5	5	5	5	4	3	5	3	5	4
GİT 217	Computer Aided Design I	4	4	4	5	5	4	3	3	3	5	4
GİT 203	Illustration	5	5	5	5	5	4	4	5	3	5	5
FSD4	Faculty Elective Course											
İNG 003/003U	English Writing Skills											
AİT 202	Atatürk's Principles And History Of Turkish Revolution II											
GİT 202	Visual Communication Design Studio II	4	5	5	5	5	4	3	5	3	5	5
GİT 208	Visual Perception	3	3	4	1	5	4	2	3	3	5	3
GİT 218	Computer Aided Design II	4	5	5	5	5	4	3	3	3	5	4
GİT 204	Typography	4	4	5	5	5	3	1	3	3	5	4
FSD5	Faculty Elective Course											
İNG 004/004U	English Presentation Techniques											
OEG 200	Joint Education I											
GRT 301	Graphic Design I	5	5	5	5	5	4	4	5	5	5	5
GRT 303	Desktop Publishing	5	5	5	5	5	4	4	5	5	5	5
GRT 307	Graphic Design History	3	2	4	1	4	3	3	1	5	5	3
GRT 305	Photohraphy In Design	3	3	4	5	3	4	5	5	5	5	4
GRT 309	3D Modelling	4	5	5	5	5	4	3	4	5	5	5
BSD1	Department Elective Course											
İYD1	Second Foreign Language I											
BSD2	Department Elective Course											
GRT 302	Graphic Design II	5	5	5	5	5	5	5	5	5	5	5
GRT 304	Package Design	4	5	5	5	5	5	5	5	5	5	5
GİT 317	Digital Video Montage	4	5	5	5	5	5	5	5	5	5	5
İYD 2	Second Foreign Language II											
UGİ 315	Entrepreneurship And Leadership											
OEG 300	Joint Education II											
BSD3	Department Elective Course											
GRT 409	Project I	5	5	5	5	5	5	5	5	5	5	5
GRT 405	Advertisement Design	5	5	5	5	5	5	5	5	5	5	5
GRT 411	Web Design I	5	5	5	5	5	5	5	5	5	5	5
GRT 407	Motion Graphics Design	5	5	5	5	5	5	5	5	5	5	5
İYD 3	Second Foreign Language III											
OEG 400	Joint Education III											
BSD4	Department Elective Course											
GRT 406	Project II	5	5	5	5	5	5	5	5	5	5	5
GRT 404	Communication Ethics	2	1	2	1	2	5	3	2	5	5	3
GİT 410	Portfolio Design And Presentation Techniques	5	5	5	5	5	5	5	5	5	5	3
GİT 412	Web Design II	5	5	5	5	5	5	5	5	5	5	5
İYD 4	Second Foreign Language IIII											
ÜSD1	University Elective Course											
BSDersler												

Code	Course										
GİT 310	Creative Authorship	2	1	2	1	3	3	2	2	3	5	4
GİT 313	Advanced Typography	5	5	5	5	5	3	2	4	5	5	5
GİT 406	Communication Psychology	2	1	3	1	3	3	2	2	5	5	2
GİT 407	Cinema History	4	2	4	1	5	5	5	2	5	5	2
GİT 413	Vectorel Illustration	5	5	5	5	5	5	5	5	5	5	5
GİT 414	Infographics Design	5	5	5	5	5	5	5	5	5	5	5
GİT 415	Advertisement Analytics	5	5	5	5	5	5	5	5	5	5	5
BLT 406	Visual Effect Design	5	5	5	5	5	5	5	5	5	5	5
VISUAL COMMUNICATION DESIGN DEPARTMENT SPECIALIZATION IN INFORMATION DESIGN												
BLT 307	Animation I	5	5	5	5	5	5	5	5	5	5	5
IYD1	Second Foreign Language I											
BSD2	Department Elective Course											
BLT 308	Animation II	5	5	5	5	5	5	5	5	5	5	5
İYD 2	Second Foreign Language II											
UGİ 315	Entrepreneurship And Leadership											
OEG 300	Joint Education II											
BSD3	Department Elective Course											
BLT 405	Image Editing	5	5	5	5	5	5	5	5	5	5	5
İYD 3	Second Foreign Language III											
OEG 400	Joint Education III											
BSD4	Department Elective Course											
İYD 4	Second Foreign Language IIII											
ÜSD1	University Elective Course											