

TOROS ÜNİVERSİTESİ

Vocational School
Graphic Design

Course Information

VISUAL TEXT ANALYSIS					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
GRF252	Spring	2	0	2	

Prerequisites and co-requisites	None
Language of instruction	Turkish
Type	Required
Level of Course	Associate
Lecturer	Lec. Orhan KARAKAPLAN
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	Analyze an oral, written or visual artwork using at least a critical method.
Contents of the Course	With specific focus on the dynamic nature of texts as communicative arenas, this course will mainly deal with issues, starting with the concept of textuality, generic and common features of written, oral and visual texts, various methods employed in the field of Text Analysis and underlying theories and approaches.

Learning Outcomes of Course

#	Learning Outcomes
1	Distinguish the expression differences between oral, written and visual arts.
2	Recognize that text analysis based on critical theory.
3	Be able to analyze basic differences between critical theories.
4	Read written and visual texts.
5	Determine the effects of social facts on advertising film or banner

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Course content, scope and resources, the introduction	Lecture, Discussion.
2	Theories on the analysis of texts (semiotics, plural reading, etc.)	Lecture, Discussion.
3	Language of banner, logo, advertising film etc.	Lecture, Discussion.
4	Students identify an advertising film or banner for presentations.	Lecture, Discussion.
5	Practice on text.	Lecture, Discussion.
6	Practice on text.	Lecture, Discussion.
7	Practice on text.	Lecture, Discussion.
8	Mid-term exam	Project delivery.
9	Examples of written, visual or verbal and visual texts.	Lecture, Discussion.
10	Identifying advertising, banners or visual text for presentations.	Lecture, Discussion.
11	Presentations and discussion.	Presentation, Discussion.

12	Presentations and discussion.	Presentation, Discussion.
13	Presentations and discussion.	Presentation, Discussion.
14	Presentations and discussion.	Presentation, Discussion.
15	Presentations and discussion.	Presentation, Discussion.
16	Final Exam	Project delivery.

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Hauser, A. (2006) Sanatın Toplumsal Tarihi, Çev: Yıldız Gölönü, Ankara: Deniz Kitabevi Yayınları.		
2	Williamson, J. (2001) Reklamların Dili Reklamlarda Anlam ve İdeoloji, Ankara: Ütopya Yayınevi.		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Distinguish the expression differences between oral, written and visual arts.	1,2,7,10,12,13,14	1,2
2	Recognize that text analysis based on critical theory.	1,2,7,10,12,13,14	1,2
3	Be able to analyze basic differences between critical theories.	1,2,7,10,12,13,14	1,2
4	Read written and visual texts.	1,2,7,10,12,13,14	1,2
5	Determine the effects of social facts on advertising film or banner	1,2,7,10,12,13,14	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	2	28
2	Course Duration Except Class (Preliminary Study, Enhancement)	0	0	0
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	0	0	0
8	Midterm Exam	0	0	0
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	0	0	0

16	Final Exam	0	0	0
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