

TOROS ÜNİVERSİTESİ

Vocational School
Graphic Design

Course Information

ADVERTISEMENT GRAPHICS					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
GRF249	Fall	2	0	2	3

Prerequisites and co-requisites	none
Language of instruction	Turkish
Type	Required
Level of Course	Associate
Lecturer	Lec. Güzde ÇETİNKAYA
Mode of Delivery	Face to Face
Suggested Subject	none
Professional practise (internship)	None
Objectives of the Course	Insights on designing communication material used for advertising. To establish balance in design for communication purposes. Creating the related material. Print ads, POP and Outdoor ads.
Contents of the Course	Description of advertising graphic is made over the expansion of 'advertisig' and 'graphic' words. "In which areas does marketing research work?, What is service and goods advertising?, What is media, What kind of medias do exist? " titles are discussing theoretically. A concept is formed by taking brief orientated service or goods advertising area.

Learning Outcomes of Course

#	Learning Outcomes
1	Will be able to understand better the logic of advertising.
2	Will be able to understand the relationship between the agency and the advertiser.
3	Will be able to learn to organize structurally.
4	Will be able to make advertorial analysis more clearly.
5	Will be able to absorb and practice the basic technics of advertising.
6	Will be able to begin to see life through the eyes of an advertiser and to use advertorial language easily in daily speaking.
7	Will be able to make more clear decisions and evaluations about being in an advertising world and being an advertiser by knowing more about the business.

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Introducion about course	Verbal Lecture
2	Who is and adman and what does he do?	Verbal Lecture
3	Identifying the basic graphic material for advertising	Verbal Lecture
4	Advertising Logic (Agency orgaization)	Verbal Lecture
5	Advertising Logic (Idea and effective graphic design)	Verbal Lecture
6	Advertising Logic (Idea and effective graphic design)	Verbal Lecture
7	Mid-term exam	Exam

8	Advertising Logic (Idea and effective graphic design)	Verbal Lecture
9	Language of advertising (Copy/Head copy / Slogan / Graphic execution).	Verbal Lecture
10	Language of Advertising (Graphic/Typography).	Verbal Lecture
11	Ads (Ad Diversity)	Verbal Lecture
12	Ads (Local and global advertising review).	Verbal Lecture
13	Ads (Local and global advertising review).	Verbal Lecture
14	Sample ads, Advertising executions	Verbal Lecture
15	Assesment	Assesment
16	Final Exam	Exam

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Emre Becer, “İletişim ve Grafik Tasarım”, Dost Yay., Ankara, 2005.		
2	Emre Becer, “Modern Sanat ve Yeni Tipografi”, Dost Yay., Ankara, 2007.		

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	Will be able to understand better the logic of advertising.	1,2,4,7,8,12,13	1,2
2	Will be able to understand the relationship between the agency and the advertiser.	1,2,4,7,8,12,13	1,2
3	Will be able to learn to organize structurally.	1,2,4,7,8,12,13	1,2
4	Will be able to make advertorial analysis more clearly.	1,2,4,7,8,12,13	1,2
5	Will be able to absorb and practice the basic technics of advertising.	1,2,4,7,8,12,13	1,2
6	Will be able to begin to see life through the eyes of an advertiser and to use advertorial language easily in daily speaking.	1,2,4,7,8,12,13	1,2
7	Will be able to make more clear decisions and evaluations about being in an advertising world and being an advertiser by knowing more about the business.	1,2,4,7,8,12,13	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)	14	3	42
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	1	2	2

8	Midterm Exam	1	2	2
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	1	2	2
16	Final Exam	1	2	2
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