

# TOROS ÜNİVERSİTESİ

Vocational School  
Graphic Design

## Course Information

DIGITAL ADVERTISING					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
GRF245	Fall	1	3	2	6

<b>Prerequisites and co-requisites</b>	None
<b>Language of instruction</b>	Turkish
<b>Type</b>	Required
<b>Level of Course</b>	Associate
<b>Lecturer</b>	Lec.Hülya GÜNDOĞDU
<b>Mode of Delivery</b>	Face to Face
<b>Suggested Subject</b>	None
<b>Professional practise ( internship )</b>	None
<b>Objectives of the Course</b>	Learning new media online advertising, reviewing applications and implementation.
<b>Contents of the Course</b>	New advertising media in the context of new communication technologies and new advertising media in parallel with this, strategic planning process for effective use of these media and applied studies about new media concept, internet advertising, mobile advertising, virtual advertising, social media advertising within the course.

## Learning Outcomes of Course

#	Learning Outcomes
1	Demonstrates awareness of the computer as an effective and important mode of visual communication used by graphic designers.
2	Analyzes and interprets the elements and principles of interactive design as applied to the practice of visual communication and current design production techniques.
3	Demonstrates an understanding of the interactive design process.
4	Analyzes the interactivity between visual communication and new media.
5	Demonstrates an understanding of the range of business practices currently used by designers in the visual communications industry.
6	To make interactive design applications

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Presentation of information about the content, importance, evaluation criteria of the course	Evaluations are made on the program of the previous year and on the implemented projects.
2	Conceptual digital advertising	Lecture, Question-Answer, Practical Performance, Practice
3	Internet advertising with basic concepts and terms	Lecture, Question-Answer, Practical Performance, Practice
4	Types of Internet Advertisements	Lecture, Question-Answer, Practical Performance, Practice
5	Types of Internet Advertisements	Lecture, Question-Answer, Practical Performance, Practice
6	Social Network Advertising	Lecture, Question-Answer, Practical Performance, Practice
7	Mobile Advertising	Lecture, Question-Answer, Practical Performance, Practice
8	mid-term exam	

9	Personal advertising on the Internet	Lecture, Question-Answer, Practical Performance, Practice
10	Search engines and ads	Lecture, Question-Answer, Practical Performance, Practice
11	Search engines and ads	Lecture, Question-Answer, Practical Performance, Practice
12	Online advertising	Lecture, Question-Answer, Practical Performance, Practice
13	Web / Presentation Cd Interface Creation	Lecture, Question-Answer, Practical Performance, Practice
14	Web / Presentation Cd Interface Creation	Lecture, Question-Answer, Practical Performance, Practice
15	Product Output and Evaluation	Lecture, Question-Answer, Practical Performance, Practice
16	Final Exam	

## Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Özcan, Oğuzhan,İnteraktif Media Tasarımında Temel Adımlar		
2	Blum, Brian, Etkileşimli Ortam Başarının Esasları İnteraktif medya		
3	Caroline Barfoot, Ken Burtenshaw, Nik Mahon, Yaratıcı Reklamcılığın Temelleri		

## 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	Demonstrates awareness of the computer as an effective and important mode of visual communication used by graphic designers.	2,4,5	1,2
2	Analyzes and interprets the elements and principles of interactive design as applied to the practice of visual communication and current design production techniques.	2,4,7,9	1,2
3	Demonstrates an understanding of the interactive design process.	3	1,2
4	Analyzes the interactivity between visual communication and new media.	2,3	1,2
5	Demonstrates an understanding of the range of business practices currently used by designers in the visual communications industry.	4	1,2
6	To make interactive design applications	2,5,6	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	4	56
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	1	1	1
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	2	6	12
8	Midterm Exam	1	1	1

9	Quiz	0	0	0
10	Homework	3	1	3
11	Midterm Project	1	1	1
12	Midterm Exercise	0	0	0
13	Final Project	1	1	1
14	Final Exercise	0	0	0
15	Preparation for Final Exam	2	8	16
16	Final Exam	1	1	1
				<b>134</b>