

ALANYA UNIVERSITY
ARTS AND DESIGN FACULTY COMMUNICATION AND DESIGN DEPARTMENT
CIRRICULUM AND COURSE DESCRIPTIONS

FIRST YEAR					
I. Semester					
Course Code	Course Name	T	P	C	ECTS
CMD 101	Introduction to Communication	3	0	3	5
CMD 103	Basic Design I	2	2	3	6
CMD 105	Introduction to Digital Media	3	0	3	5
GE 113	Computer	2	2	3	5
TKL 111 / YTO 111	Turkish Language I / Turkish Language for Foreign Students I	2	0	2	2
ENG 111	English I	2	0	2	2
SEC 101	Elective Course I (University Elective)	3	0	3	5
TOTAL		17	4	19	30
II. Semester					
CMD 102	Mass Communication Theories	3	0	3	5
CMD 104	Basic Design II	2	2	3	6
CMD 106	Introduction to Motion Picture	3	0	3	5
CMD 108	Digital Presentation Skills	1	2	2	5
ENG 112	Academic English II	2	0	2	2
TKL 112/YTO 112	Turkish Language II	2	0	2	2
SEC 102	Elective Course II (University Elective)	3	0	3	5
TOTAL		16	4	18	30

SECOND YEAR					
III. Semester					
Course Code	Course Name	T	P	C	ECTS
CMD 201	Basic Photography	2	2	3	4
CMD 203	Digital Graphic I	2	2	3	5
CMD 205	Public Relations	3	0	3	4
HIST 211/YTT 211	Principles of Atatürk and the History of Turkis Revoulution I	2	0	2	2
GE 211	Social Responsibility and Ethics	3	0	3	5
SEC 201	Elective Course III (University Elective)	3	0	3	5
SEC 203	Elective Course IV (Departmental Elective)	3	0	3	5
TOTAL		18	4	20	30
IV. Semester					
CMD 202	Basic Video Production	2	2	3	5
CMD 204	Digital Graphic II	2	2	3	5
CMD 206	Journalism	3	0	3	4
CMD 208	Typography	1	2	2	4
HIST 212/YTT 212	Principles of Atatürk and the History of Turkis Revoulution II	2	0	2	2
SEC 202	Elective Course V (University Elective)	3	0	3	5
SEC 204	Elective Course VI (Departmental Elective)	3	0	3	5
TOTAL		16	6	19	30

THIRD YEAR					
V. Semester					
Course Code	Course Name	T	L	C	ECTS
CMD 301	New Media	3	0	3	5
CMD 303	Scenario	2	2	3	5
CMD 305	Basic Web Design	2	2	3	5
SEC 301	Elective Course VII (University Elective)	3	0	3	5
SEC 303	Elective Course VIII (Departmental Elective)	3	0	3	5
SEC 305	Elective Course IX (Departmental Elective)	3	0	3	5
	TOTAL	16	4	18	30
VI. Semester					
CMD 302	Research Methods in Social Sciences	3	0	3	5
CMD 304	Visual Editing	2	2	3	5
CMD 306	Mobile Applications	2	2	3	5
SEC 302	Elective Course X (University Elective)	3	0	3	5
SEC 304	Elective Course XI (Departmental Elective)	3	0	3	5
SEC 306	Elective Course XII (Departmental Elective)	3	0	3	5
	TOTAL	14	4	18	30

FOURTH YEAR					
VII. Semester					
Course Code	Course Name	T	L	C	ECTS
CMD 401	Graduation Project I	0	8	4	10
CMD 403	Production and Directing I	0	4	2	5
SEC 401	Elective Course XIII (University Elective)	3	0	3	5
SEC 403	Elective Course XIV (Departmental Elective)	3	0	3	5
SEC 405	Elective Course XV (Departmental Elective)	3	0	3	5
	TOTAL	9	12	15	30
VIII. Semester					
CMD 402	Graduation Project II	0	8	4	10
CMD 404	Production and Directing II	0	4	2	5
SEC 402	Elective Course XVI (University Elective)	3	0	3	5
SEC 404	Elective Course XVII (Departmental Elective)	3	0	3	5
SEC 406	Elective Course XVIII (Departmental Elective)	3	0	3	5
	TOTAL	9	12	15	30

COMMUNICATION and DESIGN ELECTIVE COURSE LIST					
Course Code	Course Name	T	P	C	ECTS
CMD 261	Design Thinking	3	0	3	5
CMD 262	Art History	3	0	3	5
CMD 266	History of Cinema	3	0	3	5
CMD 361	Short Film	3	0	3	5
CMD 363	Storyboard	3	0	3	5
CMD 365	Intercultural Communication	3	0	3	5
CMD 367	Radio Production	3	0	3	5
CMD 369	Digital Advertising	3	0	3	5
CMD 371	Communication and Theatre	3	0	3	5
CMD 362	Social Media Management	3	0	3	5
CMD 364	Instructional Design	3	0	3	5
CMD 366	Informational Design	3	0	3	5
CMD 368	Documentary Film	3	0	3	5
CMD 370	Infographic	3	0	3	5
CMD 372	Stop Motion	3	0	3	5
CMD 374	Scriptwriting	3	0	3	5
CMD 376	Interface Design	3	0	3	5
CMD 378	Visual Composition	3	0	3	5
CMD 380	Perception Management	3	0	3	5
CMD 382	Society and Technology	3	0	3	5
CMD 461	Visual Aesthetics	3	0	3	5
CMD 463	2D/3D Animation	3	0	3	5
CMD 465	Digital Publishing	3	0	3	5
CMD 467	Corporate Communication	3	0	3	5
CMD 469	TV Production	3	0	3	5
CMD 471	Artificial Intelligence and Animation	3	0	3	5
CMD 462	Visual Effects	3	0	3	5
CMD 464	Brand and Reputation Management	3	0	3	5
CMD 466	Media Analysis	3	0	3	5
CMD 470	Motion Graphics	3	0	3	5
CMD 472	Illustration	3	0	3	5

* T: Theoretical, P: Practical, C: Local Credits, ECTS: The European Credit Transfer and Accumulation System

COURSE DESCRIPTIONS

CMD 101 Introduction to Communication (3+0) 3, 5 ECTS

This course introduces the fundamental concepts, processes, and contexts of human communication. It covers communication models, perception and the self, verbal and nonverbal communication, interpersonal and group communication, and the relationship between culture and communication. The course also examines persuasion and influence, public communication and presentations, mass media, digital and social media, and communication ethics. Through theoretical discussions, classroom activities, and practical examples, students develop a foundational understanding of communication and learn to analyze communication processes in everyday, academic, professional, and mediated contexts.

CMD 103 Basic Design I (2+2) 3, 6 ECTS

The aim of the course is to teach the students the basic principles, concepts and methods of computer aided art, design and aesthetic education. Students gain the ability to express their creative power, observations, impressions and emotions through artistic works.

CMD 105 Introduction to Digital Media (3+0) 3, 5 ECTS

This course covers a diverse range of topics, including the evolution of digital media, the principles of new media, visual culture's impact on identity, future of motion picture and video games, the significance of social media and communication, ethical considerations, digital marketing strategies, digital media production, digital arts, emerging technologies, and postmodernism's influence on digital media. While creating their own content and styles, new media types emerging with the development of digital technologies they also raise the possibility of an integrated media on the other hand. In this context, the definitions, functionalities and the types of new media will be discussed. In addition to that, learners will be provided with the skills needed to create content for the digital media platforms. Also the knowledge and skills for producing content for the digital media will be provided to the learners.

CMD 102 Mass Communication Theories (3+0) 3, 5 ECTS

Mass Communication Theories course analyses the approaches, theories and models which developed in the field of communication and media studies, interrelatedly general social theory. In this context, while revealing the basic concepts and arguments of the theories, it is tried to clarify the

historical, cultural and intellectual context in which these theories are produced. In this way, the course provides information to the students about the evolutions and limitations of approaches, theories and models developed in the field of communication and media studies.

CMD 104 Basic Design II (2+2) 3, 6 ECTS

The aim of the course is to teach the students the basic principles, concepts and methods of computer aided art, design and aesthetic education. Students gain the ability to express their creative power, observations, impressions and emotions through artistic works.

CMD 106 Introduction to Motion Picture (3+0) 3, 5 ECTS

The aim of this course is to give basic information about script writing, image, sound formation in different media. The course has assignments and projects to realize creativity in designing motion Picture and produce various motion picture examples.

CMD 110 Digital Presentation Skills (1+2) 2, 5 ECTS

This course aims to develop the skills needed to prepare effective and professional presentations in digital environments. The content is structured around design principles, visual communication, presentation techniques, and the conscious use of technological tools.

CMD 201 Basic Photography (2+2) 3, 4 ECTS

The aim of this course is to give information about the history of photography, analog, digital photography techniques and their basics. In this context in this course; it's discussed with practices on the nature of photography, framing and the basic principles of the photography technique. and to adopt the basic principles of digital and conventional photography.

CMD 203 Digital Graphic I (2+2) 3, 5 ECTS

This course covers the basic principles of digital graphic design; raster and vector graphic structures; color theory and digital color systems; typography; composition and grid systems; digital image editing techniques; social media and digital advertising graphics; brand identity; an introduction to user interface (UI) design; motion graphics; data visualization; and portfolio-oriented project development processes. Theoretical instruction is supported by practical applications throughout the course.

CMD 205 Public Relations (3+0) 3, 4 ECTS

The main object of this course is to present the basic concepts of public relations. This course also includes some titles about the history, basic concepts, the processes and strategies of local, national and international public relations.

CMD 202 Basic Video Productions (2+2) 3, 5 ECTS

The main objective of this course to improve basic technical skills of the students through applications. Types of video production, pre-production, production, and post-production stages are introduced to the students by assignments and projects.

CMD 204 Digital Graphic II (2+2) 3, 5 ECTS

The aim of the course is to provide students with the knowledge of visual communication design. For this purpose, the students produce various design projects during the semester. Students are encouraged to use visual design programs commonly used in the market when creating their projects. In this course, Adobe Illustrator, Photoshop and InDesign are used as software

CMD 206 Journalism (3+0) 3, 4 ECTS

The aim of this course is to explain the basic concepts and principles of journalism. In this context, the functioning of the newspaper, the duties, powers and responsibilities of the employees involved in the news process and their impact on the news will be evaluated within the framework of communication.

CMD 208 Typography (1+2) 3, 5 ECTS

Learning the basic terms of typography. To be able to comprehend the history of writing and the developmental stage of typography in time. Acquisition of application skills in manual and digital media. To be able to comprehend typographic editing principles. Be able to create effective compositions using a combination of typographic elements and general design principles. Proper use of typography in messages for graphic purposes and content. Knowing structural differences between fonts. Learning font design programs and designing original font families suitable for a specific purpose.

CMD 301 New Media (3+0) 3, 5 ECTS

This course provides an overview about the concept of new media such as social networking sites, video games and smartphones. In addition to this, the course includes debates on how new media influences community, social relationships, and public and private spaces.

CMD 303 Scenario (2+2) 3, 5 ECTS

The aim of this course is to give the students basic information about the writing of a film script. In addition, introduction to the place and the relationship of the screenwriter in the film world, the difference between the stage and the screen, the literary practices and the writing of the original screenplay and short story are the main topics of this course. The students are also introduced to the storyboard processes in this course.

CMD 305 Basic Web Design (2+2) 3, 5 ECTS

In this course, learners are introduced and applied through the use of web programming languages, creating active web pages, database-based site management, web site and page structures, HTML language, HTML codes, and their properties, using various programs, data communication and interaction protocols.

CMD 302 Research Methods in Social Sciences (3+0) 3, 5 ECTS

This course focuses on the main concepts of research methods and techniques in social sciences. In the scope of this course, learners are able to conduct a given project by using research methods and techniques.

CMD 304 Video Editing (2+2) 3, 5 ECTS

This course serves as an introduction to the art of video post-production. It explores the theory and practice of various editing styles in order to gain a better understanding of how stories are constructed digitally with editing techniques.

CMD 306 Mobile Applications (2+2) 3, 5 ECTS

This course begins with an introduction to mobile applications and the fundamentals of design and user experience. The curriculum then explores mobile application design elements, layouts, and information architecture, essential for creating intuitive and functional mobile interfaces. The course also covers practical skills like wire framing, and both low- and high-fidelity prototyping, ensuring

that students not only grasp theoretical concepts but also gain hands-on experience in mobile application design and development.

CMD 401 Graduation Project I (0+8) 4, 10 ECTS

The main objective of this course is to enable learners to successfully manage a project from start to finish by practicing what they have seen throughout their education. Within the scope of the course, it is aimed to make the learners to practice and make the necessary applications of the possible events that they will encounter in academic life or in business life under the supervision of academicians and sector professionals. Within the scope of the course, term projects will be given to the groups in order to develop group working skills. Specific topics are provided for groups in which they can gather information, conduct in-depth interviews with professionals and write reports on these findings. Within the scope of the course, a project on integrated marketing campaigns, advertising presentation techniques, art, graphics and design, group work in advertising and creativity in advertising, academic and sectoral research is completed

CMD 403 Production and Directing I (0+4) 2, 5 ECTS

Production-directing course includes the subject, purpose, story development, outline, treatment, scripting, dialogue, character analysis, scene, costume, detailed budget study, shooting script, technical equipment, space, photography, art management and actor rehearsal.

CMD 402 Graduation Project II (0+8) 4, 10 ECTS

The main objective of this course is to enable learners to successfully manage a project from start to finish by practicing what they have seen throughout their education. Within the scope of the course, it is aimed to make the learners to practice and make the necessary applications of the possible events that they will encounter in academic life or in business life under the supervision of academicians and sector professionals. Within the scope of the course, term projects will be given to the groups in order to develop group working skills. Specific topics are provided for groups in which they can gather information, conduct in-depth interviews with professionals and write reports on these findings. Within the scope of the course, a project on integrated marketing campaigns, advertising presentation techniques, art, graphics and design, group work in advertising and creativity in advertising, academic and sectoral research is completed.

CMD 404 Production and Directing II (0+4) 2, 5 ECTS

Production-directing course includes the subject, purpose, story development, outline, treatment, scripting, dialogue, character analysis, scene, costume, detailed budget study, shooting script, technical equipment, space, photography, art management and actor rehearsal.

ELECTIVE COURSES

CMD 261 Design Thinking (3+0) 3, 5 ECTS

Design thinking training is a mindset and practice that has gained popularity alongside the new economy's need for rapid and accurate product development; it enables the application of product development stages—derived from the discipline of industrial design—to the business world. The curriculum for design thinking training is enriched with practical applications alongside theory, outlining the steps and methods required to design products that generate their own demand by addressing unarticulated desires and needs.

CMD 262 Art History (3+0) 3, 5 ECTS

The aim of the course, the main focus is to introduce the art history in terms of art and its periods and trends. In the course; the developments in the field of art in connection with social, economic and political issues will be examined. The course will focus on examples from the areas of painting, sculpture, architecture and ceramics, different materials and techniques, artists, art guards, art institutions and works of art.

CMD 266 History of Cinema (3+0) 3, 5 ECTS

This course will provide learners a broad survey of the history of motion pictures. Classics and important films from the birth of the medium to the present time are screened and discussed with regard to their cultural influence. The course follows the evolution of the art, industry and technology of moviemaking. History of the development of motion pictures from their beginnings to the present day.

CMD 361 Short Film (3+0) 3, 5 ECTS

This course aims to introduce the basic elements and steps of short film production. It is aimed to provide students with a general perspective on these topics by giving them the main lines of basic shooting techniques, camera movements, lighting, color, music.

CMD 363 Storyboard (3+0) 3, 5 ECTS

This course includes how to draw effective storyboards for film, TV, animation, games and more. Through practical exercises learners will be able to draw sequential storyboards to a high standard,

whilst embracing personal inspirations. Learners will be taught how to 'dive in' as one of the first people employed on a production; the script needs a director and a director needs a storyboard artist.

CMD 365 Intercultural Communication (3+0) 3, 5 ECTS

The aim of this course is both to develop learners' ability to evaluate intercultural communication in a broad perspective, and ability to evaluate the current developments of intercultural communication. Learners are expected to analyze mass media and intercultural communication.

CMD 367 Radio Production (3+0) 3, 5 ECTS

This course aims to acquaint the learners with the techniques and aesthetics of audio production including radio broadcasting, audio for television, and multimedia production such as podcasts. Emphasis will be placed on scripting, editing, and production of several program forms. Introducing the concepts, technology, and skills behind audio production, the course will give a firm foundation in broadcasting and multi-media production.

CMD 369 Digital Advertising (3+0) 3, 5 ECTS

The main object of this course is to present the basic concepts of digital advertising. This course also includes some titles about the history, basic concepts, the processes and strategies of advertising and digital advertising.

CMD 371 Communication and Theatre (3+0) 3, 5 ECTS

The aim of this course is to help students develop their communication skills through theater, strengthen trust and collaboration within the group, and enhance their creativity using improvisation and storytelling techniques. Students will gain in-depth knowledge of body language, voice usage, and stage awareness by utilizing theatre techniques. Additionally, by preparing and presenting their own projects at the end of the course, they will improve their individual and group work skills.

CMD 362 Social Media Management (3+0) 3, 5 ECTS

In this course, learners experience how to increase the value of their social media accounts and use them strategically. Moreover, it is aimed to teach learners how to collaborate with companies for promotions, to assess social media interaction, determine the target audience for the content, prepare editorial calendar and improve skills for crisis management.

CMD 364 Instructional Design (3+0) 3, 5 ECTS

Learners will be able to experience and use a wide range of information design concepts, and examine the information design process. This course underlines the processes for designing effective and efficient instruction. The course provides necessary knowledge, skills in identify instructional goals, conduct instructional analysis, design, development, implementation and evaluation phases of instructional design. Throughout the course a set of outputs related with each phase of the model will be created by learners.

CMD 366 Information Design (3+0) 3, 5 ECTS

The purpose of this course is presenting an introduction to the creative visual presentation of information. In this sense, the scope of this course includes the principles, elements and processes of information design.

CMD 368 Documentary Film (3+0) 3, 5 ECTS

The primary purpose of this course is to give an overview of the history and theory of documentary film. The course aims to introduce the key periods, movements and key concepts of documentary film, and to introduce learners some analytical tools appropriate for study of their own and other filmmakers' work.

CMD 370 Infographics (3+0) 3, 5 ECTS

This course will focus on research, discovery, and execution. This course will offer learners a diverse opportunity to become familiar with a means to envision and then build and test a design solution through to execution. The learners will use the principles and methods of design to graphically represent very complicated data into a well-organized execution.

CMD 372 Stop Motion (3+0) 3, 5 ECTS

The aim of this course is to convey the stages of filmmaking and to explain the importance of image and sound, as well as technical and aesthetic concepts. By executing every stage of a stop-motion project, learners gain practical experience in shooting and editing stop-motion films, using green screen technology, and working in teams. Additionally, learners acquire the competence to evaluate stop-motion films from both technical and aesthetic perspectives.

CMD 374 Scriptwriting (3+0) 3, 5 ECTS

This course includes applied studies and theoretical training for creativity and creative copywriting; discussions and critiques from professional writers evaluation; the digital media literacy; preparation of blogs.

CMD 376 Interface Design (3+0) 3, 5 ECTS

The course will provide a general introduction to the theory and practice of user interface design. In the course, learners will analyze various examples and experience the interface design generation process to create high-quality user interfaces.

CMD 378 Visual Composition (3+0) 3, 5 ECTS

This course is thought through applied projects about visual composition, framing and mise-en-scène formation in film and video shootings. Projects includes use of camera movements, direction of flow in the frame, point of view vector, and editing in the video.

CMD 380 Perception Management (3+0) 3, 5 ECTS

The course begins by establishing perception as a constructed scene that organises what can appear, and by examining how an implied viewer and audience are built into communication objects. It then turns to the historical formation of credible space through linear perspective, treating perspectival technique as a model for modern visual authority rather than as a merely artistic development. From there, the course follows the production of the modern observer through optical devices and viewing practices, before moving into the emergence of scientific objectivity as a technical and moral style, a way of disciplining attention through instruments, atlases, protocols, and the training of judgement. Midway through, the course studies truth-claims, asking how images function as evidence, how they travel, and how they bind viewers to events. It then addresses institutionalised seeing, where perception is operationalised as a means of sorting, normalising, and governing bodies. Against this, the course introduces the problem of the gaze and the split between seeing and being seen, tracking how desire, mastery, shame, and spectacle structure visual experience and public visibility. The final third of the course focuses on contemporary perceptual regimes. It examines images as arguments in mass communication and design, as well as in popular visual culture, and then analyses how the visible is engineered. It concludes by treating perceptual technologies in their own right, shaping what counts as real and relevant. The course closes by considering forms of perceptual

disruption, scenes where the regime of visibility fails to settle, and where critique must specify not only meanings but mechanisms.

CMD 382 Society and Technology (3+0) 3, 5 ECTS

Within the scope of the course, the reciprocal interaction between technology and society is examined. Digitalization and human–machine interaction are evaluated from a critical perspective.

CMD 461 Visual Aesthetics (3+0) 3, 5 ECTS

This course gives information about appearance of motion picture as a form of iconography, its' characteristics as a tool of reproduction, and becoming a form of arts. Analysis of ways of seeing and portraying to divergent surfaces and perception of human being is discussed over various examples.

CMD 463 2D/3D Animation (3+0) 3, 5 ECTS

The learners will be able to create screen-based 2D and 3D animation, as well as motion graphics, title sequences, narrative and video editing for promotional design, infographics and music promotion. This course emphasises on creative and imaginative outcomes and blur the boundaries between digital and analogue processes, embracing alternative and innovative approaches to narrative construction, visualisation and interaction.

CMD 465 Digital Publishing (3+0) 3, 5 ECTS

In this course, it is aimed to present digital publications and basic concepts of this sector in terms of form and content. The course covers emblems, logotypes, brochures, announcements, posters, etc. within the scope of digital publishing. In order to ensure that they have basic and general knowledge about the applications, practical assignments will be given. In this course, the basic principles of print design and materials will be explained.

CMD 467 Corporate Communication (3+0) 3, 5 ECTS

This course examines important corporate communication areas such as, internal communication, advertising, public relations, integrated marketing communications, and new communication technologies. It focuses on how these areas work together to achieve organizational objectives

CMD 469 TV Production (3+0) 3, 5 ECTS

This course is a study of basic television production as it applies to live studio programming. Beginning instruction is offered in the areas of studio camera operation, audio for television, and television directing, with an emphasis on underlying principles of video technology.

CMD 471 Artificial Intelligence and Animation (3+0) 3, 5 ECTS

The aim of the Artificial Intelligence and Animation course is to enable students to learn how to apply artificial intelligence algorithms and techniques in animation production processes. This course aims to help students develop creative solutions using AI-based tools and methods, and design strategies to enhance automation in character animations and scene designs.

CMD 462 Visual Effects (3+0) 3, 5 ECTS

This course includes a study of the techniques and practical application of visual effects to motion graphics sequences using specific software. The focus will be centered on industry standards and procedures for planning, creating and applying such effects.

CMD 464 Brand and Reputation Management (3+0) 3, 5 ECTS

This course aims to discuss brand management processes via strategic point of view and give information about brand reputation creation processes. Information about Brand identity, corporate branding, concept of reputation and reputation management processes are discussed in the class.

CMD 466 Media Analysis (3+0) 3, 5 ECTS

This course aims to provide learners with critical skills for analyzing and understanding how meaning is constructed, disseminated, contested, and negotiated in media texts and how they are related to the wider structures of power associated with ideology, class, nation, ethnicity, gender and so on.

CMD 470 Motion Graphics (3+0) 3, 5 ECTS

This course includes motion image design, emphasizes on movement and time concepts. The course introduced basic approaches in creating motion graphics. Learners will be expected to Combining video, audio and graphic materials and create compositions according to infographic principles and methods.

CMD 472 Illustration (3+0) 3, 5 ECTS

This course celebrates both the traditional and the contemporary. Course places an emphasis on experimentation, and our course team will help you to develop learners own visual language. It provides students with a set of universal skills and knowledge in the fundamentals of drawing, which can be applied to any specialization in the visual communication industry.