

**ALANYA UNIVERSITY**  
**FACULTY of ARTS and DESIGN**  
**DEPARTMENT of COMMUNICATION and DESIGN**  
**CIRRICULUM and COURSE DESCRIPTIONS**

<b>FIRST YEAR</b>					
<b>I. Semester</b>					
<b>Course Code</b>	<b>Course Name</b>	<b>T</b>	<b>L</b>	<b>C</b>	<b>ECTS</b>
COM 101	Introduction to Communication	3	0	3	6
COM 103	Basic Design I	2	2	3	6
COM 105	Introduction to Digital Media	4	0	4	6
TKL 101	Turkish Language I	2	0	2	2
ENG 101	English I	4	0	4	5
GE 101	University Culture	2	0	2	2
GE 103	Computer	2	2	3	3
<b>TOTAL</b>		<b>21</b>			<b>30</b>
<b>II. Semester</b>					
COM 102	Mass Communication Theories	3	0	3	5
COM 104	Basic Design II	2	2	3	6
COM 106	Introduction to Motion Picture	4	0	4	6
COM 110	Digital Presentation Skills	2	2	3	4
TKL 102	Turkish Language II	2	0	2	2
ENG 102	English II	4	0	4	5
GE 102	City Culture	2	0	2	2
<b>TOTAL</b>		<b>21</b>			<b>30</b>

<b>SECOND YEAR</b>					
<b>III. Semester</b>					
<b>Course Code</b>	<b>Course Name</b>	<b>T</b>	<b>L</b>	<b>C</b>	<b>ECTS</b>
COM 201	Basic Video Production	1	4	3	6
COM 203	Digital Graphic I	2	4	4	6
COM 209	Public Relations	3	0	3	5
COM 211	History of Cinema	3	0	3	5
HIST 201	History of Turkey I	2	0	2	2
GE 201	Social Responsibility and Ethics	3	0	3	3
–	Elective Language Course	3	0	3	3
<b>TOTAL</b>		<b>21</b>			<b>30</b>
<b>IV. Semester</b>					
COM 202	New Media	3	0	3	6
COM 204	Digital Graphic II	2	4	4	6
COM 206	Basic Photography	2	2	3	4
COM 208	Journalism	3	0	3	5
HIST 202	History of Turkey II	2	0	2	2
–	Elective Language Course	3	0	3	3

–	Elective Course	3	0	3	4
<b>TOTAL</b>		<b>21</b>	<b>30</b>		

<b>THIRD YEAR</b>					
<b>V. Semester</b>					
<b>Course Code</b>	<b>Course Name</b>	<b>T</b>	<b>L</b>	<b>C</b>	<b>ECTS</b>
COM 303	Scenario	2	2	3	5
COM 305	Research Methods in Social Sciences	3	0	3	4
COM 307	Digital Advertising	3	0	3	5
COM 309	Basic Web Design	1	4	3	5
–	Elective Language Course	3	0	3	3
–	Elective Course	3	0	3	4
–	Elective Course	3	0	3	4
<b>TOTAL</b>		<b>21</b>	<b>30</b>		
<b>VI. Semester</b>					
COM 310	Social Media Management	2	2	3	4
COM 304	Visual Composition	2	2	3	5
COM 306	Mobile Applications	1	4	3	5
COM 308	Video Editing	1	4	3	5
–	Elective Language Course	3	0	3	3
–	Elective Course	3	0	3	4
–	Elective Course	3	0	3	4
<b>TOTAL</b>		<b>21</b>	<b>30</b>		

<b>FOURTH YEAR</b>					
<b>VII. Semester</b>					
<b>Course Code</b>	<b>Course Name</b>	<b>T</b>	<b>L</b>	<b>C</b>	<b>ECTS</b>
COM 401	Graduation Project I	0	8	4	8
COM 403	Production and Directing I	1	4	3	5
GE 401	System Thinking	3	0	3	4
–	Elective Language Course	3	0	3	3
–	Elective Course	3	0	3	4
–	Elective Course	3	0	3	4
–	Elective Course	3	0	3	4
<b>TOTAL</b>		<b>22</b>	<b>32</b>		
<b>VIII. Semester</b>					
COM 402	Graduation Project II	0	8	4	8
COM 404	Production and Directing II	1	4	3	5
GE 402	Innovation and Entrepreneurship	3	0	3	4
–	Elective Language Course	3	0	3	3
–	Elective Course	3	0	3	4
–	Elective Course	3	0	3	4
–	Elective Course	3	0	3	4
<b>TOTAL</b>		<b>22</b>	<b>32</b>		

<b>COMMUNICATION and DESIGN</b>					
<b>ELECTIVE COURSE LIST</b>					
<b>II. Year- Spring Term</b>					
<b>Course Code</b>	<b>Course Name</b>	<b>T</b>	<b>L</b>	<b>C</b>	<b>ECTS</b>
COM 262	Art History	3	0	3	4
COM 268	Coding and Multimedia Design	3	0	3	4
<b>III. Year – Fall Term</b>					
COM 361	Short Film	3	0	3	4
COM 363	Stop Motion	3	0	3	4
COM 365	Intercultural Communication	3	0	3	4
COM 367	Design Thinking	3	0	3	4
<b>III. Year – Spring Term</b>					
COM 364	Instructional Design	3	0	3	4
COM 366	Information Design	3	0	3	4
COM 368	Documentary Film	3	0	3	4
COM 370	Infographic	3	0	3	4
COM 372	Storyboard	3	0	3	4
COM 374	Scriptwriting	3	0	3	4
COM 376	Interface Design	3	0	3	4
<b>IV. Year – Fall Term</b>					
COM 461	Visual Aesthetics	3	0	3	4
COM 463	Typography	3	0	3	4
COM 465	Digital Publishing	3	0	3	4
COM 467	Corporate Communication	3	0	3	4
COM 469	Media Analysis	3	0	3	4
COM 471	Radio Production	3	0	3	4
<b>IV. Year – Spring Term</b>					
COM 462	Visual Effects	3	0	3	4
COM 464	Brand and Reputation Management	3	0	3	4
COM 466	TV Production	3	0	3	4
COM 468	2D/3D Animation	3	0	3	4
COM 470	Motion Infographics	3	0	3	4
COM 472	Illustration	3	0	3	4

\* T: Theoretical, L: Laboratory, C: Local Credits, ECTS: The European Credit Transfer and Accumulation System

## **COURSE DESCRIPTIONS**

### **COM 101 Introduction to Communication (3+0) 3, 6 ECTS**

This course covers basic concepts of communication. In this context, the place and importance of communication in social life, the development of communication science, communication process and elements of the source, message, channel, receiver, coding-encoding, correlation frame, reflection, noise, feed-forward and selective perception will be explained. Moreover, the information will be given in the following topics; system approach in communication process, communication types, comparison of different modes of communication, an overview of communication models, basic communication skills and new theoretical studies in communication field.

### **COM 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.

### **COM 105 Introduction to Digital Media (4+0) 4, 6 ECTS**

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. By evaluating digital technologies in this direction in Turkey, in what way they will show improvement will be discussed and a detailed review will be made on concepts such as Interactive Television, Mobile Media, Podcast, Blog.

### **COM 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.

### **COM 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.

### **COM 106 Introduction to Motion Picture (4+0) 4, 6 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.

### **COM 110 Digital Presentation Skills (2+2) 3, 4 ECTS**

The aim of this course is to develop learners' ability to reach and compile information on a specific topic and present it effectively in digital environments by using digital tools.

### **COM 201 Basic Video Production (1+4) 3, 6 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.

### **COM 203 Digital Graphic I (2+4) 4, 6 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 and Photoshop are used as software.

### **COM 209 Public Relations (3+0) 3, 5 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.

### **COM 211 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.

### **COM 202 New Media (3+0) 3, 6 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.

### **COM 204 Digital Graphic II (2+4) 4, 6 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.

### **COM 206 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.

### **COM 208 Journalism (3+0) 3, 5 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.

### **COM 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.

### **COM 305 Research Methods in Social Sciences (3+0) 3, 4 ECTS**

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

### **COM 307 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.

### **COM 309 Basic Web Design (1+4) 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.

### **COM 304 Visual Composition (2+2) 3, 5 ECTS**

This course is thought through applied projects about visual composition, framing and mise en scene 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.

### **COM 306 Mobile Applications (1+4) 3, 5 ECTS**

This course introduces strategies and tactics necessary to design user interfaces, with particular emphasis on creating user interfaces for mobile devices. It focuses on specific development techniques and strategies. This course provides with the knowlegde of how information obtained from the client, sales, and marketing to design and develop compelling visual experience. This course builds upon learners abilities to implement user analysis techniques, usability concepts, usability testing procedures and the vital role of testing to publish and maintain a Web site.

### **COM 308 Video Editing (1+4) 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.

### **COM 310 Social Media Management (2+2) 3, 4 ECTS**

In this course, learners experince 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.

### **COM 401 Graduation Project I (0+8) 4, 8 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.

### **COM 403 Production and Directing I (1+4) 3, 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.

### **COM 402 Graduation Project II (0+8) 4, 8 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.

### **COM 404 Production and Directing II (1+4) 3, 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**

### **COM 262 Art History (3+0) 3, 4 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.

### **COM 268 Coding and Multimedya Design (3+0) 3, 4 ECTS**

In this course; students will learn different audio, image and video formats. Taking a screen image and recording operations on the desktop via software will be learned. Different multiplatform open source video and audio processing software will be examined. Through the camera, students will learn how to use multimedia tools for broadcasting and content sharing platforms such as Twitch and Youtube. The operations that can be done on the video and audio file formats will be examined. In addition, Html based web coding and web page designs that can be created with different themes will be examined and the topics will be reinforced through practical projects and assignments.

### **COM 361 Short Film (3+0) 3, 4 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.

### **COM 363 Stop Motion (3+0) 3, 4 ECTS**

This course will offer skill development in the use of software to develop Stop Motion animation including creating, importing and sequencing media elements to create multi-media presentations. Emphasis will be on conceptualization, creativity, and visual aesthetics. This course takes the learners through various aspects of Stop Motion animation using a variety of materials and techniques.

### **COM 365 Intercultural Communication (3+0) 3, 4 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.

### **COM 367 Design Thinking (3+0) 3, 4 ECTS**

This course provides an overview of design thinking. This course also focuses on the key questions and principles of design thinking by using problem solving approach. In addition, the course presents a framework to develop learners' abilities about storyboarding, designing for engagement, and more.

### **COM 364 Instructional Design (3+0) 3, 4 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.

### **COM 366 Information Design (3+0) 3, 4 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.

### **COM 368 Documentary Film (3+0) 3, 4 ECTS**

The primary purpose of this course is to give an overview of the history and theory of documentary film. The course aims 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.

### **COM 370 Infographics (3+0) 3, 4 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.

### **COM 372 Storyboard (3+0) 3, 4 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.

### **COM 374 Copywriting (3+0) 3, 4 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.

### **COM 376 Interface Design (3+0) 3, 4 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.

### **COM 461 Visual Aesthetics (3+0) 3, 4 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.

### **COM 463 Typography (3+0) 3, 4 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.

### **COM 465 Digital Publishing (3+0) 3, 4 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.

### **COM 467 Corporate Communication (3+0) 3, 4 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

### **COM 469 Media Analysis (3+0) 3, 4 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.

**COM 471 Radio Production (3+0) 3, 4 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.

**COM 462 Visual Effects (3+0) 3, 4 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.

**COM 464 Brand and Reputation Management (3+0) 3, 4 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.

**COM 466 TV Production (3+0) 3, 4 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.

**COM 468 2D/3D Animation (3+0) 3, 4 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.

**COM 470 Motion Infographics (3+0) 3, 4 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.

**COM 472 Illustration (3+0) 3, 4 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.