



ALANYA HEP UNIVERSTIY
FACULTY OF ART and DESIGN
DEPARTMENT of COMMUNICATION DESIGN and MANAGEMENT
CIRRICULUM AND COURSE DESCRIPTIONS

CURRICULUM

1st YEAR					
1st Semester					
Code	Course Name	T	L	C	ECTS
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
TOTAL		21			30
2nd Semester					
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 108	Effective 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
TOTAL		21			30
2nd YEAR					
3rd Semester					
Code	Course Name	T	L	C	ECTS
COM 201	Basic Video Production	3	0	3	6
COM 203	Digital Graphic I	2	4	4	6
COM 205	Public Relations and Advertising	3	0	3	5
COM 207	History of Communication	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
TOTAL		21			30
4th Semester					
COM 202	New Media	3	0	3	6
COM 204	Digital Graphic II	2	4	4	6
COM 206	Basic Photography	3	0	3	4
COM 208	Journalism	2	2	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
TOTAL		21			30

3 rd YEAR					
5 th Semester					
Code	Course Name	T	L	C	ECTS
COM 301	Corporate Communication	3	0	3	5
COM 303	Scenario	2	2	3	5
COM 305	Research Methods in Social Sciences	3	0	3	4
TRM 103	Economics I	3	0	3	5
–	Elective Language Course	3	0	3	3
–	Elective Course	3	0	3	4
–	Elective Course	3	0	3	4
TOTAL		21			30
6 th Semester					
COM 302	Intercultural Communication	3	0	3	4
COM 304	Visual Composition	2	2	3	5
COM 306	Interface Design	3	0	3	4
TRM 104	Economics II	3	0	3	6
–	Elective Language Course	3	0	3	3
–	Elective Course	3	0	3	4
–	Elective Course	3	0	3	4
TOTAL		21			30

4 th YEAR					
7 th Semester					
Code	Course Name	T	L	C	ECTS
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
TOTAL		22			32
8 th Semester					
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
TOTAL		22			32

ELECTIVE COURSES

Code	Course Name	T	L	C	ECTS
COM 262	Art History	3	0	3	4
COM 264	Instructional Design	3	0	3	4
COM 266	Persuasive Communication	3	0	3	4
COM 361	Effective Communication and Diction	3	0	3	4
COM 363	Desktop Publishing	3	0	3	4
COM 362	Short Film	3	0	3	4
COM 364	Online Communication	3	0	3	4
COM 461	Web Design	3	0	3	4
COM 463	Interpersonal Communication	3	0	3	4
COM 465	Brand and Reputation Management	3	0	3	4
COM 467	Political Communication	3	0	3	4
COM 462	Visual Aesthetics	3	0	3	4
COM 464	Typography	3	0	3	4
COM 466	Sociology	3	0	3	4
COM 468	Communication Law	3	0	3	4

* T: Theory, L: Laboratory, C: Local Credits, ECTS: European Credit Transfer System.

COURSES

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 108 Effective Presentation Skills (2+2) 3, 4 ECTS

The aim of this course is to develop students' ability to reach and compile information on a specific topic and present it effectively in front of the community by organizing a meeting.

COM 201 Basic Video Production (3+0) 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 205 Public Relations and Advertising (3+0) 3, 5 ECTS

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

COM 207 History of Communication (3+0) 3, 5 ECTS

History of communication course deals with the historical development of communication science. The mass communication tools, the events and phenomena related to them, which lead the communication in the process from the six information revolutions to the network society, are conveyed to the students within the context of their social and historical contexts. In this way, it is aimed to give the students a critical perspective on communication sciences and sub-fields.

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 (3+0) 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 (2+2) 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 301 Corporate Communication (3+0) 3, 5 ECTS

The aim of the course is to provide a descriptive level of knowledge about corporate communication research. Moreover, this course is designed to be based on theories of communication and so, the content, structure and application of corporate communication research will be examined in depth. Practices examples will be presented to the students for corporate communication research. Students will learn the tools and techniques of communication research through many case studies. This course aims to provide students with methodological and critical perspectives on corporate communication research.

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.

TRM 103 Economics I (3+0) 3, 5 ECTS

This course is an introduction to the economy. The subjects such as economic considerations, definition of economics and its relation with other sciences, economic systems and economic growth,

functioning of price mechanism, supply-demand laws and economic decision units, nature, labor, capital, undertaking and its types, labor force and unemployment problems, international labor flows, banks and money, inflation, deflation and devaluation, foreign capital, multinational corporations, trade exchanges, electronic trade are covered by this course.

COM 302 Intercultural Communication (3+0) 3, 4 ECTS

The aim of this course is to give students information about theories of intercultural communication, to give them an intercultural perspective which they will take into account in their daily lives and sensitivity to cultural differences and to show how they can solve their intercultural communication situations.

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 Interface Design (3+0) 3, 4 ECTS

This course focuses on the basic concepts and principles of user interface design for web and mobile. In this context, students will able to experience the process of planning and designing interactive interfaces by creating flowcharts and mockups.

TRM 104 Economics II (3+0) 3, 6 ECTS

This course is an introduction to the economy. The subjects such as economic considerations, definition of economics and its relation with other sciences, economic systems and economic growth, functioning of price mechanism, supply-demand laws and economic decision units, nature, labor, capital, undertaking and its types, labor force and unemployment problems, international labor flows, banks and money, inflation, deflation and devaluation, foreign capital, multinational corporations, trade exchanges, electronic trade are covered by this course.

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

The main objective of this course is to enable students 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 students 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 student 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 students 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 students 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 student 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 264 Instructional Design (3+0) 3, 4 ECTS

The aim of this course is to give information about the theoretical foundations of instructional design and design models. In addition, this course includes topics that cover the process of instructional design, such as analyzing the characteristics of the target audience, defining the instructional objectives, developing the measurement tools, deciding the teaching methods and materials.

COM 266 Persuasive Communication (3+0) 3, 4 ECTS

This course covers approaches in persuasion research, elements of content in persuasion, cultural elements, non-verbal messages, persuasive campaign, propaganda techniques and the use of persuasive elements in advertising.

COM 361 Effective Communication and Diction (3+0) 3, 4 ECTS

The aim of this course is to improve the voice and language skills used by individuals and speakers in live and also recorded media such as television, radio and Internet. In this direction, the students will learn phonetic rules which are the basis of correct speech, the correct breathing and the proper use of breathing. Furthermore, they will learn the sound to reach an effective level and the necessary information will be conveyed in order to be able to utter the sounds from the right place and in the right timing. In addition, hands-on training will be given to the students in such subjects as use of effective Turkish, mutual speaking, conversations in front of the community, daily conversations, purposeful conversations, unprepared speeches and the use of body language in conversation, language awareness, power of our mother tongue, awareness and development of people's self-identification and creative characteristics.

COM 363 Desktop Publishing (3+0) 3, 4 ECTS

In this course, it is aimed to present desktop 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 desktop 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 362 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 364 Online Communication (3+0) 3, 4 ECTS

This course helps to develop the competencies of students in online communication. The course also provides a discussion about the role of online communication and a perspective about how it is consumed in both individual and corporate environments. The benefits and risks of online communication will be addressed and explained.

COM 461 Web Design (3+0) 3, 4 ECTS

In this course, students 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 Adobe Dreamweaver program, data communication and interaction protocols.

COM 463 Interpersonal Communication (3+0) 3, 4 ECTS

This course aims to improve and deepen the knowledge of the students about ethology, social psychology. The course targets to tell about the importance of interpersonal communication, self-authoring and becoming a functioning member of the society.

COM 465 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 467 Political Communication (3+0) 3, 4 ECTS

This course is designed to introduce students to the mainstream and critical aspects of political communication in the historical development process. In this context, the study of concepts and theoretical approaches related to political communication and the analysis of media effects on political discourse are conducted. In this way, it is aimed that the students gain a general perspective about the effects of political campaigns.

COM 462 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 464 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 466 Sociology (3+0) 3, 4 ECTS

The aim of this course is to enable students to acquire basic sociological concepts and knowledge and to contribute to their ability to evaluate and interpret historical and social events. Students are expected to approach the events and phenomena that they will encounter in the field of communication with a different perspective from the sociological perspective they have gained.

COM 468 Communication Law (3+0) 3, 4 ECTS

The course includes the theoretical and legal background of the practical realities of how law, rules, and policies interact to shape the communications ecosystem. This course provides an explanation about the history of communications law (by considering specific platforms and technologies such as voice telephony, broadcasting, cable, mobile communications, broadband networks) and the basic principles underlying communications policy.

<https://ects.ahep.edu.tr/en>