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| **COURSE INFORMATION** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Graphic Design for Digital Media | GRA 609 | 1 | (3+0) | 3 | 15 |

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| **Prerequisites** | - |

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| **Language of Instruction** | Turkish |
| **Course Level** | Doctorate |
| **Course Type** | Elective |
| **Course Coordinator** | Assistant Prof. Demet Karapınar |
| **Instructors** | Assistant Prof. Demet Karapınar |
| **Assistants** |  |
| **Goals** | This course aims to teach theoretical information about digital media types, motion graphics and graphic interface design; to produce various designs for digital media. The aspects of the digital media separated from the printed media, methods of improving the user experience, the usage areas of the kinetic typography and their effects on the audience will be examined. |
| **Content** | In the light of theoretical information, students produce motion graphic designs for television channels and graphic interface designs for mobile applications. |

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| **Learning Outcomes** | **Program Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| Ability to use the current technologies effectively | 7, 8 | 1,2,3 | A,C |
| Be able to do research for design | 3, 9 | 1,2,3 | A,C |
| Improving lifelong learning skills | 5, 10 | 1,2,3 | A,C |
| Developing user-oriented designs | 2, 6 | 1,2,3 | A,C |

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| **Teaching Methods:** | 1 Lecture 2:Problem Solving 3:Discussion |
| **Assessment Methods:** | A: Exam , B:Assignment C: Presentation |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | Introduction to motion graphics and digital media. |  |
| 2 | Examination and discuss of existing design samples. |  |
| 3 | Project 1: Designing motion graphic elements of corporate identity for television channels / sketch phase |  |
| 4 | Evaluation of sketches |  |
| 5 | Create a storyboard for motion graphics |  |
| 6 | Creation of scenes in 2D. |  |
| 7 | Animation of design |  |
| 8 | Project 2: Graphic interface design for a mobile application |  |
| 9 | Determination of project subject and the user needs, examination of application samples. |  |
| 10 | Graphic Interface design sketches |  |
| 11 | Design of the main screen, icon sets and buttons |  |
| 12 | Placing navigation items |  |
| 13 | Creating interactive elements |  |
| 14 | Digital testing of the application |  |

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| **RESOURCES** | |
| **Textbook** |  |
| **Other Resources** |  |

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| **MATERIAL SHARING** | |
| **Documents** |  |
| **Assignments** |  |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **Quantity** | **Percentage** |
| Mid-Term |  |  |
| Assignment |  |  |
| Seminar and Presentation |  |  |
| Project | 1 | %40 |
| Final Exam | 1 | %60 |
| **Total** |  | %60 |
| **Contribution of fınal examination to overall grade** |  | %40 |
| **Contribution of in-term studies to overall grade** |  | %100 |
| **Total** |  | %100 |

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| **COURSE CATEGORY** | Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| **No** | **Program Learning Outcomes** | **Contribution** | | | | | |
| **1** | **2** | **3** | **4** | **5** |  |
| 1 | Ability to develop courage to search and try to creative design solutions as well as the functional purposes. |  |  |  | x |  |  |
| 2 | Awareness of professional responsibility to create designs considering cultural and individual needs of the audience. |  |  |  |  | x |  |
| 3 | Gain ability to conduct research, to create theoretical knowledge, and to make suggestions. |  |  |  | x |  |  |
| 4 | Ability to produce texts in academic formats. |  |  | x |  |  |  |
| 5 | Gain competence at the level of expertise in art and design related fields. |  |  |  |  | x |  |
| 6 | Ability to develop design projects by knowledge and skills in the field of design with a critical approach. |  |  |  |  | x |  |
| 7 | Ability to use technological equipments required by the field in advanced level. |  |  |  |  | x |  |
| 8 | Follows the current information about design culture, and adapts them to the projects. |  |  |  |  | x |  |
| 9 | Gain ability to the conduct interdisciplinary projects in the chosen field. |  |  |  |  | x |  |
| 10 | Ability to do extensive reading in design related fields. |  |  |  | x |  |  |

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| **ECTS / WORKLOAD** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration | 14 | 3 | 42 |
| Hours for off-the-classroom study | 14 | 16 | 224 |
| Assignments |  |  |  |
| Seminar and Presentation | 4 | 30 | 120 |
| Project |  |  |  |
| Mid-term Exam | 1 | 24 | 24 |
| Final | 1 | 25 | 25 |
| **Total Work Load** |  |  | 435 |
| **Total Work Load / 25 (h) ECTS Credit of the Course** |  |  | 14,5 |
| **ECTS Credit of the Course** |  |  | 15 |