

**GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER'S PROGRAM IN GRAPHIC DESIGN
BOLOGNA INFORMATION PACKAGE**

1. Program Information

Graphic design has an effective role on creating and shaping today's visual culture. Therefore, there is a great demand for well-educated designers. Yeditepe University Graphic Design Master Program educates students who are skillful about using latest technologies and innovative communication mediums, able to develop research based, creative, original design solutions, have critical thinking skills, build fine arts skills on experimentation and creative playfulness, responsive for social issues, follow current trends in design, intellectual in many aspects.

Goals: With an academic staff including internationally acclaimed artists, illustrators, designers and art directors, with educational opportunities such as art and design studios, computer labs and interdisciplinary educational opportunities, Graphic Design Graduate students specialize in their field through academic research based design projects.

2. Course Program and Learning Outcomes:

PLO1- Ability to develop courage to search and try to creative design solutions as well as the functional purposes.

PLO 2- Awareness of professional responsibility to create designs considering cultural and individual needs of the audience.

PLO 3- Gain ability to conduct research, to create theoretical knowledge, and to make suggestions.

PLO 4- Ability to produce texts in academic formats.

PLO 5- Gain competence at the level of expertise in art and design related fields.

PLO 6- Ability to develop design projects by knowledge and skills in the field of design with a critical approach.

PLO 7- Ability to use technological equipments required by the field in advanced level.

PLO 8- Follows the current information about design culture, and adapts them to the projects.

PLO 9- Gain ability to the conduct interdisciplinary projects in the chosen field.

PLO 10- Ability to do extensive reading in design related fields.

Course	PLO1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
Project: Advertising Graphics Design	5	5	4	3	5	5	5	5	5	4
Analyze Of Media Advertising	3	5	5	5	5	3	4	5	5	5
Scientific Research Methods and Publication Ethics	3	5	5	5	5	3	4	5	5	5
Project: Experimental Graphic Design	5	4	3	1	5	5	5	5	4	3
Design and Social Responsibility	5	5	4	3	5	5	5	5	5	4
Seminar	4	5	5	5	5	3	4	5	5	5
Advertising Photography I	5	5	3	1	5	5	5	5	5	3
Advertising Photography II	5	5	3	1	5	5	5	5	5	3
Experimental Typography I	5	4	4	3	5	5	5	5	3	4
Experimental Typography II	5	4	4	3	5	5	5	5	3	4
Web Design I	5	5	3	1	5	5	5	5	5	3
Web Design II	5	5	3	1	5	5	5	5	5	3
Graphic Form Studio I	5	4	3	1	5	5	5	4	3	3
Graphic Form Studio II	5	4	3	1	5	5	5	4	3	3
Poster Studio I	5	5	3	3	5	5	5	5	4	4
Poster Studio II	5	5	3	3	5	5	5	5	4	4
Engraving I	5	4	3	1	5	5	5	3	1	2
Engraving II	5	4	3	1	5	5	5	3	1	2
Lithography I	5	4	3	1	5	5	5	3	1	2
Lithography II	5	4	3	1	5	5	5	3	1	2
Serigraphy I	5	4	3	1	5	5	5	3	3	2
Serigraphy II	5	4	3	1	5	5	5	3	3	2
Thesis	5	5	5	5	5	5	5	5	5	5

3. Requirements for Application:

- It is necessary to have a bachelor's degree from an institution that has a domestic and international accreditation.
- It is NOT necessary to take ALES and YDS exams.
- During the interview, it is required from the applicants to show their graphic design portfolios.

- Prep Class is obligatory for the students who didn't study Graphic Design Undergraduate Program.

4. Level of Qualification:

In order to complete the MA program with thesis the students must acquire 180 ECTS. Upon successful completion (120 ECTS) and defending a thesis (60 ECTS) graduates of this program are awarded in a master's degree in Graphic Design.

5. Occupational Profiles:

Our graduates can work as graphic designer in advertising agencies, design studios, publishing houses and post production studios. They may also choose to follow an academic career or work as web and multimedia designer, printmaking artist, illustrator or freelance designer. Alternatively, they may proceed to Ph.D. programs in different fields of social sciences.

6. Teaching and Learning Methods

Teaching methods and strategies are chosen with a view to increasing skills such as independent study, life-long learning, observing, peer teaching, presenting, critical thinking and the effective use of information technologies.

Additionally, the teaching style should accommodate the needs of students with a range of skills. Teaching methods used in the program have been listed below*:

Teaching Methods*	Main Learning Activities	Teaching Aids
Lecture	Listening and information processing	Listening and information processing
Interactive Lecture	Interactive Lecture	Interactive Lecture
Brainstorming	Brainstorming	Brainstorming
Pairwork	Listening and information processing, observing/analyzing cases, critical thinking, generating questions	Standard classroom technologies, multimedia devices, projector, computer, overhead projector
Demonstration	Listening and information processing, observing/analyzing cases	Real or virtual setting conducive to observation
Seminar	Research – life-long learning, writing, reading, IT,	Standard classroom

	listening and storing information, management skills	technologies, multimedia devices, projector, computer, overhead projector, special equipment
Group Study	Research – life-long learning, writing, reading, IT, critical thinking, generating questions, management skills, team work	Online databases, library databases, e-mail, online chat, web-based discussion forums
Field Study	Observing / analyzing cases, research – life-long learning, writing, reading	Trips to printing houses, advertising agencies, design bienals and workshops.
Assignment	Research – life-long learning, writing, reading, IT	Online databases, library databases, e-mails.
Oral Exam	Research – life-long learning, analyzing cases, generating questions, interpreting, presenting	
Panel	Listening and storing information, observing / analyzing cases	Standard classroom technologies, multimedia devices, projector, computer, overhead projector, special equipment
Guest Speaker	Listening and storing information, observing / analyzing cases	Standard classroom technologies, multimedia devices, projector, computer, overhead projector, special equipment
Öğrenci Projeleri	Observing / analyzing cases, critical thinking, generating questions, team work, research – life-long learning, writing, reading, management skills, set special skills	Standard classroom technologies, multimedia devices, projector, computer, overhead projector, special equipment, online databases, library databases, e-mails.

7. Curriculum - ECTS Credits

MASTER PROGRAM (THESIS)						
I. YEAR						
FALL SEMESTER MANDATORY COURSES						
CODE	ADI	T	P	L	Y	E
GRA 501	Project: Advertising Graphics Design	3	0	0	3	25
GRA 503	Analyze Of Media Advertising	3	0	0	3	5
SBA 591	Scientific Research Methods and Publication Ethics	3	0	0	3	15
GRA	Elective (ALL COURSES)	3	0	0	3	15
SPRING SEMESTER MANDATORY COURSES						
GRA 508	Project: Experimental Graphic Design	3	0	0	3	25
GRA 519	Design and Social Responsibility	3	0	0	3	20
SBA 592	Seminar	3	0	0	NC	0
	Elective (ALL COURSES)	3	0	0	3	15

I. YEAR TOTAL ECTS						120
II. YEAR						
GRA 599	THESIS	3	0	0	NC	60
TOTAL ECTS						180
FALL SEMESTER ELECTIVE COURSES						
GRA 521	Advertising Photography I	3	0	0	3	15
GRA 523	Experimental Typography I	3	0	0	3	15
GRA 525	Web Design I	3	0	0	3	15
GRA 527	Graphic Form Studio I	3	0	0	3	15
GRA 529	Poster Studio I	3	0	0	3	15
PLAS 511	Engraving I	3	0	0	3	15
PLAS 513	Lithography I	3	0	0	3	15
PLAS 515	Serigraphy I	3	0	0	3	15
SPRING SEMESTER ELECTIVE COURSES						
GRA 522	Advertising Photography II	3	0	0	3	15
GRA 524	Experimental Typography II	3	0	0	3	15
GRA 526	Web Design II	3	0	0	3	15
GRA 528	Graphic Form Studio II	3	0	0	3	15
GRA 530	Poster Studio II	3	0	0	3	15
PLAS 512	Engraving II	3	0	0	3	15
PLAS 514	Lithography II	3	0	0	3	15
PLAS 516	Serigraphy II	3	0	0	3	15

8. Course Category List

CODE	COURSE NAME	ECTS
Area Courses		
SBA 592	Seminar	0
GRA 599	Thesis	60
GRA 519	Design and Social Responsibility	20
GRA 501	Project: Advertising Graphics Design	25
GRA 508	Project: Experimental Graphic Design	25
Expertise Courses		
GRA 503	Analyze Of Media Advertising	5
SBA 591	Scientific Research Methods and Publication Ethics	15
GRA 521	Advertising Photography I	15
GRA 523	Experimental Typography I	15

GRA 525	Web Design I	15
GRA 527	Graphic Form Studio I	15
GRA 529	Poster Studio I	15
PLAS 511	Engraving I	15
PLAS 513	Lithography I	15
PLAS 515	Serigraphy I	15
GRA 522	Advertising Photography II	15
GRA 524	Experimental Typography II	15
GRA 526	Web Design I	15
GRA 528	Graphic Form Studio II	15
GRA 530	Poster Studio II	15
PLAS 512	Engraving II	15
PLAS 514	Lithography II	15
PLAS 516	Serigraphy II	15
TOTAL ECTS OF ALL COURSES		390