



**AN EVALUATION OF THE CURRICULUM
OF VISUAL COMMUNICATION DESIGN
DEPARTMENTS IN TÜRKIYE**

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Thesis for the Master's Program in Design Studies

Graduate School
Izmir University of Economics
Izmir
2023

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A Master's Thesis
Submitted to
the Graduate School of Izmir University of Economics
the Department of Design Studies

Izmir
2023

ETHICAL DECLARATION

I hereby declare that I am the sole author of this thesis and that I have conducted my work in accordance with academic rules and ethical behaviour at every stage from the planning of the thesis to its defence. I confirm that I have cited all ideas, information and findings that are not specific to my study, as required by the code of ethical behaviour, and that all statements not cited are my own.



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ABSTRACT

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Master's Program in Design Studies

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May, 2023

The objective of this study is to comprehensively analyze the balance between theory and practice in Visual Communication Design education. The research also aims to explore various approaches to teaching VCD theory and practice and identify the challenges and opportunities that arise in this field. The scope is limited to the universities offering a VCD undergraduate program in Türkiye, which were under the name of only Visual Communication Design and chosen from the list of 2022/2023 released by the Higher Education Council. Data was collected from the departments' websites; curriculum, compulsory and elective course syllabi comprised of aim, learning outcomes, weekly program, workload, and credits. Thus, it depends on online research and document analysis. The analysis method is based on a mixed-method approach; a combination of comparison, clustering, and correlation. The research had to achieve several problems in collecting and analyzing data, such as the data

availability, language barriers, reliability of data, and variations in data presentation.

As a conclusion, VCD programs in Türkiye generally include a particular group of courses; drawing, computer-aided design, sociology, and history. In addition, many departments offer courses specifically on communication, such as interaction, communication theories, and research methods. The study highlights the importance of interdisciplinary approaches to design education, the need for adaptability in response to the technological advancements and changes in the industry, and the significance of ethical considerations in designing with artificial intelligence.

Keywords: Visual Communication Design, VCD Education, VCD Practice, VCD Curriculum, Gap Between Theory and Practice



ÖZET

TÜRKİYE'DEKİ GÖRSEL İLETİŞİM TASARIMI BÖLÜMLERİNİN MÜFREDATININ DEĞERLENDİRİLMESİ

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Tasarım Çalışmaları Yüksek Lisans Programı

Tez Danışmanı: Assoc. Prof. Dr. Emre ERGÜL

Mayıs, 2023

Bu çalışmanın hedefi Görsel İletişim Tasarımı eğitiminde teori ve pratik arasındaki dengeyi kapsamlı bir biçimde analiz etmektir. Araştırma, ayrıca, GİT teori ve pratiğinin öğretimindeki çeşitli yaklaşımları keşfetmeyi ve bu alanda ortaya çıkan zorlukları ve fırsatları saptamayı amaçlamıştır. Kapsam, Türkiye'deki, sadece Görsel İletişim Tasarımı adı altında yer alan ve bir GİT lisans programı öneren, Yüksek Öğretim Kurulunun yayınladığı 2022/2023 listesinden seçilmiş üniversiteler ile sınırlanmıştır. Veri, öğretim programından ve amacı, öğrenim çıktıları, haftalık programı ve işyükünü olduğu kadar ders kredilerini de içeren zorunlu ve seçmeli ders izlencelerinden, kısaca, bölümlerin web sitelerinden toplanmıştır. Analiz yöntemi, karşılaştırmanın, kümelemenin ve bağıntılandırmanın bir biresimi olan çoklu-yöntem yaklaşımına dayanmaktadır. Araştırma, veriye erişilebilirlik, dil sorunları, verinin güvenilirliği ve verinin sunumundaki farklılıklar gibi verinin

toplanmasında ve analizinde karşılaşılan pek çok sorunun üstesinden gelmek zorunda kalmıştır.

Sonuç olarak, Türkiye'deki GİT programları genellikle, çizim, bilgisayar destekli tasarım, sosyoloji ve tarih gibi belirli bir grup dersi içermektedir. Bunlara ek olarak pek çok bölüm, etkileşim, iletişim teorileri ve araştırma yöntemleri gibi iletişim konusunda özelleşmiş dersler önermektedir. Çalışma, tasarım eğitimi disiplinlerarası yaklaşımların önemini, teknolojik gelişmelere ve endüstrideki değişimlere adapte olabilmenin gerekliliğini ve yapay zeka ile tasarımda etik düşüncenin önemini vurgulamaktadır.

Anahtar Kelimeler: Görsel İletişim Tasarımı, GİT Eğitimi, GİT Uygulaması, GİT Müfredatı, Teori ve Uygulama Arasındaki Fark

ACKNOWLEDGMENTS

I am sincerely thankful to my advisor, Assoc. Prof. Dr. Emre ERGÜL. Your constant support, patience, and unparalleled insights have not only been crucial in shaping this research, but they have also fundamentally transformed my journey as a researcher. Your guidance has been the guiding star during this study's challenging moments; for that, I am eternally grateful.

To my beloved wife, Dima, I reserve my deepest gratitude. Your steadfast patience, perceptive insights, and profound understanding have guided me throughout this demanding journey. Even in moments of self-doubt, your unwavering faith in me has been a potent force, continually driving me forward. This work and each accomplishment it embodies are just as much yours as they are mine. My love for you is boundless, Dima, and the magnitude of my gratitude matches it.

To my indispensable support team, Safae Oulad Hammou, Tahani Balouch, and Mohammad Nihad, your trust in my work and your generous support have been pivotal in bringing this research to fruition. I am deeply grateful for your unwavering faith and the invaluable resources you've made available to me.

Finally, to my cherished family, mere words fall short of expressing my gratitude for your limitless patience, unwavering faith in me, and steadfast support. Your encouragement has been my safe harbor in times of doubt and adversity. This work is dedicated to you, as none would have been possible without your unwavering love and support.

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CHAPTER 1: INTRODUCTION

The field of visual communication design (VCD) is constantly changing and plays a significant role in shaping our visual culture. As visual media becomes increasingly important in today's society, as well as, VCD plays a pivotal role in our rapidly evolving digital society, becoming an essential part of the communication ecosystem (Barnard, 2005). As society relies heavily on visual media for communication and information dissemination, understanding the nature and dynamics of VCD education becomes increasingly crucial (Kress and Van Leeuwen, 2021). Furthermore, the explosion of digital and social media platforms has transformed VCD into a discipline of paramount importance, altering the way we perceive, interpret, and interact with the world (Lupton and Phillips, 2015). Therefore, it is essential to understand the nature and dynamics of VCD education which supplies the talent that creates these global visual communications. This study aims to contribute to the analysis of the current state of VCD education in Turkey by examining the curricula and courses offered by universities that provide VCD programs.

The study of VCD education is significant for multiple reasons. It provides a lens to critically evaluate existing curricula, pedagogical approaches, and learning outcomes. Such an evaluation can expose gaps and opportunities for improvement, thus enabling us to refine teaching methodologies and ensure that graduates are better equipped for the industry's challenges (Heller and Vienne, 2003). By assessing the effectiveness of current VCD teaching strategies, we can also bridge the gap between academia and the industry, aligning educational programs with contemporary industry demands and fostering the development of future-ready professionals (Armstrong, 2009).

Türkiye's VCD education is shaped by the country's unique cultural, social, and economic factors. Turkish VCD programs, much like those elsewhere, are grappling with the need to adapt to rapidly evolving technologies and globalized markets. However, particular dynamics of Turkish society, such as the tension between traditional cultural values and the push towards modernity, also come into play. These unique regional nuances, often overlooked in global conversations about VCD education, can provide critical insights into how to better prepare VCD students in

Türkiye for the challenges of the 21st century.

1.1. Aim

This research's primary objective is to comprehensively analyze the intersection between theory and practice in VCD education. The research aims to explore the various approaches to teaching VCD theory and practice and identify the challenges and opportunities that arise in this field. By thoroughly understanding this intersection, the research aims to provide valuable insights into improving the quality of VCD education and better-preparing students for successful careers in this rapidly evolving industry. To achieve this objective, the research will thoroughly analyze the current VCD education landscape in Türkiye. The study will identify the strengths and weaknesses of the current education system and provide insights into the current position and evaluation of the educational system. The research will look for intersections and patterns in education methods and identify the essential skills and knowledge VCD students require to excel in the field. By doing so, universities can better prepare their students for the job market demands. The scope of this research will encompass a comprehensive analysis of the curricula, teaching methods, industry collaboration, student experiences, and learning outcomes within the VCD education landscape. By focusing on Türkiye, the research aims to gain a nuanced understanding of the local context, cultural influences, and specific challenges faced by VCD education in this region. Ultimately, this research seeks to contribute to the broader discourse on VCD education by providing a case study of VCD education in a specific cultural and institutional context in Türkiye.

1.2. Scope

In order to conduct this research, some identifiers have to be chosen to set the boundaries of this research. In a geographical context, the scope of this research is limited to Türkiye, as this allows for a more detailed and in-depth analysis of the VCD education landscape in this specific context. The sample was chosen to include all universities that are registered under the Ministry of Higher Education and published in the list of “Higher Education Undergraduate Programs Accepting Students with Central Placement in 2022/2023” that offer an undergraduate course under the name

of “Visual Communication Design” or as in its Turkish language version “Görsel İletişim Tasarımı.” The data was collected through online research and document analysis. This research focuses on the curricula, compulsory course offerings, Design Studio offering, and the amount of flexibility in elective courses of universities that provide VCD programs. The analysis is based on a mixed-methods approach, combining comparative, cluster, and correlation analysis.

1.3. Methodologies

The data collection process involved comprehensive online research focused on universities' curricula and course offerings that provide VCD programs in Türkiye, as well as document analysis. In conducting this research, a mixed-methods approach was employed to achieve the research aims, combining comparative, cluster, and correlation analysis. The research methodology involved a rigorous analysis of the courses' content, structure, and delivery methods to identify the strengths and weaknesses of the current education system. The analysis was conducted through a comparative study of universities' curricula and course offerings that provide VCD programs in Türkiye after processing data in a series of tabulation methods representing figures in rows and columns to ease comparison and statistical analysis. The data collected was analyzed through cluster analysis to group universities with similar curricula and course offerings. This helped identify the patterns in the curricula and course offerings and the similarities and differences between universities. Correlation analysis was also employed to identify the relationship between the curricula and course offerings and the skills and knowledge required by VCD students to excel in the field. Moreover, the research methodology utilized both qualitative and quantitative data analysis techniques. The qualitative data analysis involved a thorough review of the universities' curricula and course offerings to identify the competencies and skills that are being taught to VCD students. The quantitative data analysis used statistical techniques to identify the relationships between the curricula and course offerings and the skills and knowledge that VCD students require. Overall, the mixed-methods approach used in this research helped to provide a comprehensive understanding of the current VCD education system in Türkiye.

This research aims to offer a panoramic view of the state of VCD education in Türkiye.

By employing a rigorous mixed-methods approach to examine curricula and course offerings, the study intends to discern the strengths and weaknesses of the education system. The holistic exploration of the connection between theory and practice in VCD education is expected to yield comprehensive insights into the challenges and opportunities within the discipline. These findings can potentially inform future VCD curriculum development and pedagogical innovations, equipping universities to prepare their students better for the demands of the job market.



CHAPTER 2: VISUAL DESIGN

“When confronted with new problems, humans use their innate creativity and design capacity to invent and realize something new: they innovate.” (Manzini, 2015), and to do so, Innovate; they either equip themselves with an arsenal of skills or invent a tool that matches the task.

In that context, when graphic design became increasingly significant, many visual design practitioners were self-educated. They did not have access to institutions that could train them or specialize in visual design. Despite this lack of formal education, these individuals were able to succeed without extensive education in typography, visual design problem-solving, and advanced visual thinking. Instead, they compensated for their lack of education with an insatiable curiosity about art and design and getting themselves knowledgeable about culture, science, politics, and history (Bierut, 2007).

Visual design, also known as graphic design, is a field that has been rapidly evolving since its inception in the early 20th century. It encompasses a wide range of practices, including typography, illustration, branding, and web design, among others. In this chapter, we will explore the critical historical development of visual design, its practical applications, and its role in contemporary education.

Philip B. Meggs (2016), in his history textbook preface: “History is in large measure a myth because the historian looks back over the great sprawling network of human struggle and attempts to construct a web of meaning.”

As much as history helps us reach a closer step toward understanding our current position. Even though many individuals have made significant contributions to design history, both Meggs and Hollis have made significant contributions to the field of graphic design, and their work continues to be influential today. Their research, writing, and teaching have helped to shape the way designers think about their work and the meanings it carries, historically and theoretically.

While both design historians are known for their contributions to design history and education, they differ in their approaches and areas of focus. Meggs' work tends to

emphasize on the social and cultural context of design, while Hollis' work focuses more on design theory and practice. Additionally, Meggs' work has been more influential in the United States, while Hollis' work has had a greater impact in Europe.

2.1. The Birth of Visual Communication Design

Even though it has not been long since the field of graphic design has been around, it was not until 1922 that the term graphic design was coined by the book designer William Addison Dwiggins to describe his efforts in accompanying a visual form into printed communication. However, that was a different start for visual communication fields. The roots of graphic design can be traced back to the creation of alphabets and writing. As evident in the work of Sumerian scribes and Egyptian artisans, who used a form of symbols and gave it some means of communication. Besides that, it also links back to all the technologies that allowed people to communicate and share ideas and knowledge with the help of Chinese block printers, medieval illuminators, and fifteenth-century printers, which all helped in order to make it possible for the books to be easily spread today. All these played a huge part in the rich history and heritage of today's version of graphic design, which puts modern contemporary graphic designers as heirs to all those distinguished ancestries.

Back in the nineteenth century, after the revolutionary invention of the steam engine by James Watt, the Industrial Revolution ignited a new age for social and economic change, changing the demography of powers in societies. When machines stepped into the spotlight, a new force cycle of supply and demand led to ongoing industrial development. Thereby, graphics played a significant role in communicating and positioning factories' outputs to the public. The term 'Graphic Communication' came into use after it was widely accessible and central during that period of non-stopping change. With advancing technology, the production of printed material became more accessible as it lowered costs and increased production. Meeting what it is later utilized to answer the faster pace and mass-communication needs (Meggs and Purvis, 2016).

During the Industrial Revolution, typography gained popularity due to the development of new printing technologies. The increasing pace and need for mass communication in urban and industrialized societies drove the demand for new and

innovative typefaces. As a result, jobbing printers, advertisements, and posters saw a surge in demand. This required larger-scale, impactful visuals and expressive characters that had a tactile feel. With the evolution of printing technology, graphic design became more significant in society. Printers who specialized in creating job advertisements and posters played a significant role in the growth of graphic design. The emergence of new printing techniques gave graphic designers the ability to have complete control over every aspect of their work. This enabled them to produce visually captivating and inventive designs effectively conveyed information.

During that period, graphic design underwent significant changes, particularly in the realm of printing and typography techniques. In the past, typefaces were based on handwriting, but there was a need for more suitable options for advertisers and poster makers. As jobbing printers became more prevalent, there was a greater demand for typefaces that could effectively capture the public's attention.

By the mid-nineteenth century, new typeface designs that were better suited to advertising and poster-making had begun to emerge. These included Egyptian and Sans Serif typefaces, which were bolder and eye-catching than earlier designs. Additionally, novel and ornamental typefaces became popular as designers sought to create distinctive and unique designs (Meggs and Purvis, 2016)

The rise of jobbing printers and the demand for new typefaces led to the growth of the graphic design industry. As more designers entered the field, there was a need for new ways to acquire knowledge and skills. Many designers learned their craft through apprenticeships or by working in printing shops. However, formal educational training programs emerged as the field grew more complex.

With that all, even though at a time it was a form of innovation, looking at it now, technologies, as in printing technologies, were also in a way shaping the form of communication and what mediums people are allowed to interact with; printed two-dimensional posters. Later on, whoever owns, tweaks, or invents new printing techniques will most likely have the upper hand in leading change, as evident on many occasions, like when artists needed more space of aesthetic freedom that the printer did not allow them to. Like back in the late 1890s era, artists sought more aesthetic

freedom. They began to draw lettering themselves instead of using printers, giving themselves more significant control over their work. This intervention in the printing process is what came to be known later as graphic design (Hollis, 2014).

Graphic design emerged as a new field in the early 20th century. Initially, artists and artisans in print shops created most designs. However, with the rise of modernism and the factory system, graphic design became a distinct discipline with separate design and production components. Modernist designers favored simple shapes, typography, and bold colors to create functional, legible, and visually appealing designs. Jan Tschichold, a Swiss designer, was a key figure in modernism and pioneered the “new typography” movement, which emphasized asymmetrical layouts and sans-serif typefaces. Herbert Bayer, who designed posters and advertisements for the Bauhaus school in Germany, was another important figure in the modernist movement. In America, Paul Rand embraced modernism and created iconic logos for companies like IBM and ABC.

Later the mid-20th century saw a significant shift in the role of graphic design as advertising and consumer culture began to dominate the landscape. Designers began to create more elaborate and sophisticated designs intended to capture consumers' attention and promote products and services. This era saw the emergence of iconic brands such as Coca-Cola, IBM, and Volkswagen, which used graphic design to create memorable logos and advertisements.

During that time period, Paul Rand was known for his impactful designs. Additionally, designers like Saul Bass created memorable title sequences for iconic films such as “Vertigo” and “The Shining” directed by Alfred Hitchcock and Stanley Kubrick respectively. Also, in the 1990s, David Carson used experimental typography and layouts that significantly impacted the design world (Hollis, 2014).

This was followed by the digital revolution and the introduction of desktop publishing software such as Adobe Photoshop and Illustrator, as it made it possible for designers to create digital designs that could be easily edited and reproduced. As well as the birth of the internet also had a significant impact on graphic design, with designers discovering a newer medium and form of interaction and communication for them to

explore.

The world of graphic design has been transformed by digital technology. This has given designers the ability to create more complex designs and work with colleagues from different parts of the world. Nevertheless, it has also introduced a new form of work. In these modern times, graphic design plays a vital role in user experience research. Designers aspire to make visually appealing digital products and help businesses connect with their desired audience.

As designers navigate the increasing influence of digital media and technology, it is essential to consider these changes' broader societal implications and question how they shape our understanding of visual communication. One of the ideas relevant to this discussion is in Marshall McLuhan's book "The Gutenberg Galaxy," which explores the impact of the printing press on human society and culture (McLuhan, 1962, p. 90). While McLuhan focuses on the historical context of communication technology, his ideas about the relationship between medium and message still apply to the VCD field.

The rise of the VCD field can be traced back to the past century when graphic design shifted its focus from print-based media to multimedia. This shift involved the incorporation of elements such as photography, film, and sound. As a result, the term "visual communication design" emerged to describe this expanding field. This term recognizes the evolving role of designers in creating meaningful visual experiences that effectively communicate complex ideas across various media, including print, television, film, and interactive media.

"Communication design is natural, a describable activity that is evident in ordinary communicators' creativity in language use and capacity to exploit mutual knowledge and principles of interaction" (Aakhus, 2007).

When describing the communication and interactive nature of the design, Gunnar Swanson, in particular, to design education, explains how design confers two different yet harmonious characteristics; "synthetic," as it is shaped and affected chiefly by the nature of its practice, as it mutates and deforms to match each project's requirements. "Integrative" is when design acts and becomes the space that allows and connects other

disciplines to communicate (Swanson, 1994). For that, communication and design are crucial yet harmonious acts.

Today, VCD encompasses many practices and approaches, from traditional graphic design to more contemporary fields that intersect with other social sciences, such as user experience (UX) design and digital media. In general, “visual communication design” has come to be considered a holistic term. Generally, it refers to the various practices and disciplines involving visual elements to communicate information and ideas.

The term “visual communication design” is sometimes used as a substitute for other design-related terms like “graphic design” or “visual design.” It was first introduced in the 1980s at the California Institute of the Arts by April Greiman, a renowned visual designer who was known for her innovative use of technology in design. She believed the term “graphic design” was limiting for future designers (Artsy, 2021). Today, in educational institutions, universities tend to distinguish “visual communication design” from “graphic design” by offering more diverse training and education in various disciplines related to visual design and the use of technology.

The rise of VCD signifies a more significant shift in culture and technology, where visual media has become a crucial tool for communication. As society becomes more visually focused, the responsibilities of designers have expanded beyond print media to include various multimedia formats. Today, VCD encompasses a wide range of disciplines and practices, such as branding, advertising, web design, interaction design, and motion graphics.

By embracing new technologies and practices, visual communication designers have become critical players in shaping how we interact and understand the world around us. The significance of this shift towards VCD lies in the ability of designers to use visual language to create powerful, emotionally engaging experiences that resonate with audiences across a range of media. As the field continues to evolve, the demand for skilled visual communication designers is only set to grow, making it an exciting and dynamic field for aspiring designers to explore.

Today, visual designers perform with a wide range of disciplines and practices.

Despite the many changes that have taken place in the field, the fundamental role of visual design remains the same; to create compelling visual representations that communicate ideas, information, and emotions to audiences clearly and effectively (Meggs and Purvis, 2016). While technology and craftsmanship play a crucial role in VCD, it is essential to recognize that the field encompasses much more than just the tools and techniques used to create visual materials. Richard Hollis notes that when going beyond what defines the traditional graphic design.

“Graphic design is not just ‘visual communication,’ it is ‘visual communication’ seen by graphic designers to be graphic design” (Kinross, 1992, p. 86).

In other words, VCD not only conveys information through visual means but also incorporates the values, philosophies, and cultural context of the designer who creates it.

In addition, VCD must take into account the intended audience and the impact and influence that the visual materials will have on them. Whether a designer is creating a simple poster or a complex digital media campaign, the ultimate goal is to effectively communicate ideas, emotions, and messages to the audience in a meaningful and impactful way (Meggs and Purvis, 2016).

2.2. Visual Communication Design Practice

The visual design profession has developed significantly over the years, with numerous factors contributing to its emergence and growth. The demand for visual communication has always been a crucial aspect of various industries, from advertising and marketing to publishing and media, with a fundamental role; in creating compelling visual messages and transmitting them to the intended audience.

Visual design practice has undergone significant changes over the years, from the early days of print and advertising to modern-day digital and interactive media. Historically, graphic designers were primarily responsible for creating static visuals for print-based media such as magazines, newspapers, and brochures. As such, skills such as typography, composition, and color theory were highly valued. These skills were

essential for creating aesthetically pleasing, informative, and engaging designs. Therefore, in the past, visual designers often lacked control over the content of their designs, and their role was primarily focused on how to present that content in a visually appealing way (Kinross, 1992). As a result, visual design was often seen as a form of expression or presentation rather than a means of communication. Over time, the role of visual designers evolved due to many factors. It became evident that they are expected to have a deep understanding of whatever content they are working with and the interdisciplinary knowledge and backgrounds necessary to create compelling visual materials (Swanson, 1994). Not just the role but also with the evolvement of technology and new media formats, the skillsets of graphic designers have also changed. For example, with the rise of digital media, designers have had to develop new skills related to web design, user experience, and interaction design. These skills are crucial in order to create engaging experiences across a range of digital platforms, including websites, mobile apps, and social media.

Furthermore, as the field of VCD has expanded to encompass a broader range of disciplines and practices, designers have had to become more multidisciplinary in their approach. As today's visual communication designers need to be proficient in a wide range of software tools and technologies, as well as have an understanding of marketing, branding, and user behavior. Today's VCD requires both technical and soft skills, including collaboration, communication, and project management. Effective communication of ideas, messages, and emotions to various stakeholders is essential, and appearance is not the only factor to consider.

Today, many social and political issues, for example, have multiple stakeholders, and design is responsible for considering the needs and perspectives of all parties—implicitly and aesthetically—involved to achieve a desired outcome. As a result, professional visual designers are increasingly expected to have a broad understanding of the various disciplines and fields that intersect with their work and to use this knowledge to create visual materials that are effective, engaging, and meaningful (Forlizzi, 2018). Visual designers must incorporate various communication components, such as the message's content and sender's expectations (often within an economic framework), audience perceptions, subjective and objective attributes of written and pictorial language, media dissemination technologies, and the designer's

personal perspective, in addition to their skills throughout the design process (McCoy, 1990).

Overall, the changing skillsets required of visual communication designers reflect the evolving nature of the field and the demands of a rapidly changing media landscape. To succeed in this field, designers must be adaptable, curious, and constantly learning and developing new skills to stay ahead of the curve. While the visual design profession no longer follows certain qualifiers due to its rapid change and evolution, a belief of an inevitable transformation toward a multifaceted and multidisciplinary ideology of new design education principles is in action (Norman, 2010).

The rise of artificial intelligence (AI) and automation has led to new questions about the future of design work. As technology continues to evolve at an unprecedented pace, some experts speculate that the role of the visual designer may shift in unforeseen ways. Some suggest that AI-powered tools may become advanced enough to create designs without human input, potentially disrupting the traditional role of designers.

However, others argue that human creativity and problem-solving skills will remain critical in the design process. Since technology may be able to generate designs based on specific parameters or data inputs, it cannot replicate the nuanced decision-making processes that designers employ. Designers are often called upon to make subjective choices that balance aesthetic appeal with functionality and user experience, decisions that are based on intuition, experience, and empathy. While technology may be able to automate certain aspects of the design process, it cannot replicate the complex human interactions during client consultations or team collaborations. The skills designers bring to the table, such as effective communication, teamwork, and project management, will continue to be valued in the profession. With all that, as AI and automation continue to change the face of many industries, it remains to be seen how the field of visual design—professionally and academically—will adapt.

In conclusion, becoming a visual communication designer requires a combination of innate artistic abilities, technical skills, and theoretical knowledge. Nowadays, various educational paths are available for those who aspire to become professionals in this field, from traditional university degrees to vocational training programs and online

courses. However, as technology continues to evolve and shape the nature of the profession and human interaction, the educational offerings may need to adapt accordingly to ensure that graduates have the relevant skills and knowledge needed to succeed in the workforce.

2.3. Visual Communication Design Education

Teaching VCD comes in many forms and follows many schools, while many in general fall into two extensive categories: process schools and portfolio schools (Bierut, 2007). Each educational approach agenda differs from one to another while all aim to graduate knowledgeable visual designers, yet for them, the definition of visual design knowledge changes. The heavy reliance on digital technologies has made it divert from what used to be an obvious and traditional path (Sun and Zhu, 2022).

However, when it comes to institutions, generally, two distinct types of educational institutions offer design education: standalone design schools that are not affiliated with a university, often connected with schools of art and architecture, and departments or schools of design within large research universities. Research universities prioritize research activities by faculty and students, typically emphasizing academic principles and research that contribute to advancing their field. On the other hand, standalone design schools prioritize the work produced by faculty and students, such as exhibits, posters, displays, and achievements in competitions. These schools often prioritize winning contests, especially in nationally recognized competitions. Therefore, standalone design schools prioritize practical experiences, while research universities prioritize scholarly work, evidence-based principles, and theoretical development (Meyer and Norman, 2020).

As education is expected to evolve constantly, there is an ongoing argument about how to build a fairer and more holistic VCD program. Even though some would disagree and say,

“The main focus of visual design is on practical application rather than research-based elements, although there are some research aspects within the field. However, these research components are not equally present in all areas of design. Visual communication design is neither a theoretical nor technical

subject, and focusing on one and discarding the other could challenge the higher goal. Other disciplines also face challenges in balancing research and practical training” (Meyer and Norman, 2020).

Despite all that, an education model where VCD is considered solely as a vocational subject could undermine the goal of the learning design (Swanson, 1998).

This split in design education—between theory and practice—reverberates the distinction between the primarily neo-positivist philosophy of science and the remarkably varied philosophies of practicing scientists. “Design history, theory, and criticism” could advantage from closer attention to the diversity of views that pilot actual design practice (Buchanan, 1992, p. 9). There have been many calls for design education to balance practice and theory, to the point that it has become too shallow to determine its borders or where to start. Maintaining the core of the visual design is becoming questionable with all distractions and case studies that education has to cover. Renée explicitly stated his concerns about losing the traditional design core while exposing students to too many things. There will be risks in producing knowledgeable graduates. However, the risk is that they may not know how to design (Cheng, 2014).

While thinking about what to learn and how Jesvin Puay-Hwa Yeo sheds light on how VCD education today has shifted from emphasizing training in traditional vocational course methods to focusing on research as it is integral to the study and the present need. Throughout an evaluation of the use of research methods in VCD education, he emphasized that even if VCD application is in tandem with technological advancement, a critical need for design education is to move the teaching of practical design skills only to equipping a graduate with lifelong learning skills to succeed in the rapidly-evolving design industry; research methods in VCD education (Yeo, 2014). April Greiman, in a similar vein, has stated that instead of using new tools to imitate what is already known merely, designers should embrace the challenge of moving forward into a new landscape of communications (Meggs and Purvis, 2016).

Design institutions focus more on how and where designers can possess that knowledge. Some design education curriculum is still treating VCD in the mindset of

the twentieth century. Even though when looking at how today's issues are far more complex and challenging than they used to be back then. Even though some conventional schools justify their teaching approaches by claiming they are preparing contemporary designers. They contend that they educate their students on essential concepts such as creativity, cooperation, communication, and other fundamental aspects necessary to develop a thriving career as a designer (Kolko, 2017). However, even when curricula of graphic design and visual design programs differ across institutions, there are certain shared features in bachelor's degree programs. The introductory courses in most programs, which introduce students to the concepts of design principles and elements, have a direct connection to the systematics of Bauhaus from 1919 to 1933 (McCarthy and de Almeida, 2002).

As with every birth of a new field of design specialization, new emerging skills are required. Despite this shift, many design education programs continue to focus on traditional design skills such as sketching, drawing, and rendering. Many designers seem to struggle with understanding or keeping up with recent developments in fields like interaction design, experience design, and service design. Don Norman (2010) has noted that this may be due to a lack of science and scientific research knowledge, which can result in unchecked and unvalidated scientific claims. Therefore, he suggests that design education needs to change. In addition, one standing fact is that designers do not require a license or certification to practice (Heller and Fernandes, 2010). It is all about what each individual can contribute to the design process and social change, designers and non-designers. Their input and action can determine how they design and redesign their existence by being part of the design process (Manzini, 2015). However, design practitioners must stand out by being well-trained to achieve above-average reliable results.

Since there are many ways to get equipped with knowledge in design—which influenced every designer to be distinctive—that made more attempts toward exploring how to build a fairer and more inclusive design education system. Sun and Zhu believe that a VCD teaching evaluation system is needed to take place. Therefore, they tried to use artificial intelligence technology and the teaching quality evaluation system to obtain a scientific and reliable teaching quality evaluation system. As a result, they emphasize that to achieve and meet the expected purposes—build a fairer and more

inclusive educational subject—it has to evolve its technological content and implement up-to-date connotations (Sun and Zhu, 2022).

Design education generally has evolved over the years. However, it still faces challenges in keeping up with the rapidly changing landscape of the design industry, as one of the most significant trials in changing design education; bridging the gap between academic theory and practical application. Many design programs are too theoretical and need to offer more practical experience, which can leave graduates feeling unprepared for the workforce. On the other hand, design education needs to keep pace with technological advancements. The widespread adoption of digital tools and techniques has drastically changed the way designers work. However, many education design programs need help keeping their curricula updated with these changes. For example, some programs still focus heavily on traditional design mediums, such as printmaking and painting, while neglecting digital media.

In an attempt to balance education and market need while maintaining personal interest, a unique design education module was presented by the University of Minnesota in liberal arts undergraduate design degree, the Bachelor of Design in Architecture (BDA). The module integrated flexibility and agility with a stable architectural design infrastructure. Students were given the opportunity to evaluate the effectiveness of studio subjects in professional training. An elected advisory group represented the students, providing feedback and proposing course offerings with seamless coordination between all parties involved in the program's ecosystem. As a result, and after testing that module for a while, it has been shown that to offer such flexibility, a whole mind proactive shift was required for it to work between faculty, staff, and students. The proposal showed its best outcomes and trajectories when educational institutions and professionals partnered to inspire a lifelong learning experience (Cheng, 2014).

As design education today is expected to address issues of inclusivity and diversity. Historically, design education has been dominated by white male perspectives, leaving little room for other voices and experiences. This has resulted in a design version that may often fail to reflect the needs and perspectives of a diverse audience. In order to address this, design education needs to be more inclusive and representative of a range

of perspectives. Despite these trials, some design programs are successfully changing and evolving to meet the demands of the industry. For example, some schools are incorporating more interdisciplinary coursework, giving students the opportunity to work with students and faculty from other fields, which can help students gain a better understanding of how design intersects with other areas and prepares them for the demands of the workforce (Meyer and Norman, 2020).

Overall, the trials in changing and developing design education are significant, but there are also many opportunities for improvement. By bridging the gap between theory and practice, keeping pace with technological advancements, and addressing issues of inclusivity and diversity, design education can better prepare students for the demands of the workforce and create more meaningful and impactful designs.

On a different aspect of shaping what educational institutions should represent, around the mid-1960s, Clark Kerr, president of the University of California, used the term “multiversity” to explain the “idea of a university” to the public. Proposing that a university should not present industry as a “*one-industry town with its intellectual oligarchy.*” However, “*the idea of a multiversity to a city of infinite variety*” (Kerr, 1966, pp. 1-34).

When it comes to reliability and for educational institutions to be able to measure their success, it is also an area of uncertainty. Gunner went through how it is hard to measure design schools’ success as it is unlike other topics. Teachers of philosophy and literature measure their success by imparting knowledge to their students rather than solely aiming for them to become philosophers or writers upon graduation. However, design schools have a different perspective, as they often consider graduates who do not pursue a career in design as unsuccessful. This approach highlights the focus of design education on preparing students for a career in design rather than other potential paths (Swanson, 1994).

With all that in mind, an undoubted idea of how humanity today has entered a new era of visual culture.

“Which announces the decline of the centrality of language and print culture, and more importantly, a fundamental change in the way the public grasps the

world: change from relying on personal experience and language to relying on vision, images, etc.” (Sun and Zhu, 2022).

As the mediums and meanings today shift, Swanson asked, *“What the price of coherence and relevance is?”* He proposed presenting a scientific subject for non-scientific specialized students, like having a physics course for animators (Swanson, 1998). Moreover, Norman often talks about and explains why designers must know some science. When designers deal with people, they should learn from scientists how to observe and build their conclusions on reliable data (Norman, 2010). Ken Friedman argues that design education faces significant challenges adapting to the rapidly changing technological landscape and the growing need for interdisciplinary collaboration. Design educators must find new ways to incorporate emerging technologies and fields of study, such as data science and cognitive psychology, into their curricula (Friedman, 2019).

However, one crucial point is that designers should not become scientists and lose who they are. “We do not have to turn design into an imitation of science” (Yeo, 2014, p. 56), “But beware: We must not lose the wonderful, delightful components of design” (Norman, 2010).

Therefore, VCD education should present a nimble, agile version of today’s design. Nevertheless, presenting more flexibility in the core of the design foundations is a double-edged sword (Cheng, 2014). Paul Rans said,

“student whose mind is cluttered with matters that have nothing directly to do with design, is a bewildered student” (Rand, 1993, p. 217).

Unfortunately, VCD has been utilized for each class’s specific goals. An admirable goal became a motive for raising a generation of designers that crave knowledge and a more comprehensive perspective (Swanson, 1998). However, acquired knowledge in VCD has become an act of separatism between the professional direction itself, the craftsmanship practice, and the academic, theoretical, and liberal knowledge. Unfortunately, visual design is often evaluated from just one angle, disregarding other approaches. It is almost as if design is either a liberal art or a form of practice, not both. While many students choose to study design because they are not interested in

science, engineering, or mathematics (Norman, 2010).

To sum up, today's version of VCD education has many challenges and opportunities, emphasizing the need for a more interdisciplinary, diverse, and inclusive approach to education. By embracing emerging technologies and fields of study, encouraging experimentation and failure, and incorporating design thinking into education, design educators can help prepare students for future challenges (Friedman, 2019).

2.4. Visual Communication Design Curriculums

Undergraduate VCD programs worldwide aim to educate students in visual communication principles, skills, and techniques, preparing them for successful careers. These programs typically cover various topics, such as typography, graphic design, branding, marketing, and user experience. However, specific curricula vary from institution to institution, depending on cultural, regional, and educational factors.

For example, the Royal Academy of Art in the Netherlands offers a bachelor's program in graphic design that emphasizes experimentation, research, and collaboration (The Royal Academy of Art, 2023). The program includes courses on editorial design, digital media, motion design, and social design, encouraging students to explore diverse areas of visual communication. On the other hand, the University of Technology Sydney in Australia offers a bachelor's program in design that combines core design subjects with electives in business, engineering, and science (Sydney, 2023). The program aims to equip students with broad skills and knowledge to tackle complex design problems in various fields.

In the United States, the Rhode Island School of Design (RISD) offers a bachelor's program in graphic design that focuses on visual problem-solving, critical thinking, and creativity (Rhode Island School of Design, 2023). The program covers typography, branding, web design, and interaction design and requires students to complete a self-directed thesis project. Similarly, the Central Saint Martins, University of the Arts London in the UK, offers a bachelor's program in graphic communication design that emphasizes conceptual thinking, experimentation, and risk-taking (University of the Arts London, 2023). The program encourages students to explore new media, technologies, and design contexts, aiming to prepare them for the

constantly evolving field of visual communication.

In Türkiye, various universities offer undergraduate programs in VCD, such as Bilkent University, Izmir University of Economics, Marmara University, and Yeditepe University. These programs typically cover topics such as typography, graphic design, photography, and visual culture and aim to educate students in the principles and techniques of visual communication (Yükseköğretim Kurulu, 2023). However, the approach and curriculum of VCD programs in Türkiye may differ from those in other countries due to cultural and regional factors and the state of the design industry in the country.

Overall, undergraduate VCD programs worldwide aim to provide students with diverse skills and knowledge to tackle complex design problems in various fields. While specific curricula may vary from institution to institution, the emphasis on creativity, critical thinking, and visual problem-solving remains a core feature of VCD education.

With the advent of AI and automation in the design industry, the role of designers is shifting towards strategic and conceptual thinking and human-centered design. Therefore, VCD curricula may need to adapt to these changes, incorporating topics such as design ethics, sustainability, and interdisciplinary collaboration (Sanders et al., 2016).

CHAPTER 3: CASE STUDY

The field of VCD is constantly evolving and expanding. To ensure that future designers are well-prepared for the rapidly changing industry, evaluating the effectiveness and relevance of current education programs is crucial. This chapter conducts a case study by comparing VCD education programs in Türkiye. By examining their curriculums, teaching methods, and student outcomes. In an attempt to gain valuable insights and observations about the strengths and weaknesses of each program. Furthermore, these findings will be compared to the broader context of VCD education and the challenges faced by the profession as a whole. Ultimately, this case study aims to provide a more comprehensive understanding of how VCD education programs in Türkiye and worldwide can adapt to better serve the needs of both the students and the industry.

3.1. Scope of The Case Study

The case study focuses on the undergraduate VCD programs offered by Turkish universities, including state and foundation institutions. While other programs under different names may also be considered, the analysis will only measure programs explicitly labeled under “Visual Communication Design” (VCD). It is worth mentioning that the names of the courses can vary significantly between universities and even between different VCD programs at the same university. Thus, there might be a need to be more than just the course names to identify and compare the courses, as this may question the reliability of this research. However, the program’s name was one of the identifiers in selecting the research sample.

This study is conducted in two phases and resolution levels. Firstly, data is gathered and compiled for all universities that offer an undergraduate Visual Communication Design (VCD) program. In the second phase, each university’s public website and published material are analyzed to access its program curriculum, measure the hourly load between theory and practice, and identify any notable observations. The ultimate goal of this study is to produce a statistical analysis that can accurately position and compare VCD programs in Türkiye, providing valuable insights for the development of VCD education.

3.2. Processes and Methods

In order to conduct this case study, all universities in *Türkiye* that offer undergraduate programs in VCD had to be identified. To accomplish this, the data was gathered from the annually published list of “Higher Education Undergraduate Programs Accepting Students with Central Placement in 2022/2023” issued by the governmental Institution ÖSYM “Ölçme, Seçme Ve Yerleştirme Merkezi Başkanlığı.” This list includes all universities in Türkiye, including their departments and programs, including State and Foundation universities, in the hope that this research to cover the latest list of VCD programs offered in Türkiye in its time. The Appendix: VCD Programs Curriculem in Türkiye, contains the complete collection of the VCD Program Curriculum in Türkiye that has been gathered and analyzed during the study.

To identify similarities and differences in the teaching approaches used by various universities in Türkiye that offer VCD programs. Each program’s curriculum was analyzed by collecting data on the number of credited hours allocated to theory and practice courses for each semester. Accessing each program’s curriculum published on each university’s official website and collecting data on the number of design studios, if available, and the number of elective courses required per semester.

This case study’s findings can inform curriculum development and provide insights into the strengths and weaknesses of VCD education in Türkiye. The data collected was compiled into a comprehensive database used to conduct descriptive and comparative analyses to identify patterns and trends in the VCD programs offered by Turkish universities. It is important to note that the name of the courses offered by universities may not accurately reflect the content and scope of the courses. Therefore, reviewing the courses in detail was essential to ensure they aligned with the research objectives.

In this research, a comparative analysis was employed to examine the curricula of VCD programs in Turkish universities. Comparative analysis is a systematic approach that enables researchers to identify patterns and differences across cases by comparing them systematically. This approach helps researchers identify the underlying causal mechanisms responsible for the observed outcomes. One of the most prominent

advocates of comparative analysis is Charles C. Ragin, whose work has been instrumental in popularizing this method. In his book, *The Comparative Method: Moving Beyond Qualitative and Quantitative Strategies*, Ragin argues that comparative analysis is particularly useful for studying complex social phenomena because it allows researchers to examine the multiple causal pathways that can lead to a particular outcome (Ragin, 1998).

Comparative analysis is particularly suited to this study because it allows for the identification of patterns and relationships between the various programs, despite the fact that the courses may be listed under different departments or may have different course plans. Comparative analysis identifies the key factors that distinguish VCD programs in Türkiye and provides insights into the various approaches used by different universities.

3.3. Findings

Students majoring in VCD must acquire many advanced design concepts and popular ideas during their learning process (Sun and Zhu, 2022). There have been many attempts to find the best method to balance theory and practice in VCD education, not just by focusing on the amount of knowledge students are seeking but also by integrating processes, technologies, and vocational means. Despite this growing interest, there remains to be more evidence on balancing and shaping an educational program that allows students to thrive in a practical setting. The accumulated data from the case study highlights key areas of alignment and divergence in theory and practice.

The study found that Türkiye has 40 universities, 15 state universities, and 25 foundation universities, that provide a program under the name of “Visual Communication Design,” or in its Turkish version, “Görsel İletişim Tasarımı” as shown in (Table 1). To clarify, it should be noted that there may be other programs with a similar curriculum to VCD but under a different name. However, for the purpose of our study, we have specifically chosen to focus on programs identified as VCD in our sample.

Table 1. List of universities that provide an undergraduate VCD program, (Source: 2022 Yılı Merkezi Yerleştirme İle Öğrenci Alan Yükseköğretim Lisans Programları)

Type	#	University Name	Faculty/School Name
State	1	Ankara Hacı Bayram Veli Üniversitesi	Faculty of Fine Arts
State	2	Ankara Yıldırım Beyazıt Üniversitesi	Faculty of Architecture and Fine Arts
State	3	Aydın Adnan Menderes Üniversitesi	Communication Faculty
State	4	Burdur Mehmet Akif Ersoy Üniversitesi	Faculty of Art and Design
State	5	Düzce Üniversitesi	Faculty of Art, Design and Architecture
State	6	Ege Üniversitesi	Faculty of Fine Arts, Design and Architecture
State	7	Eskişehir Osmangazi Üniversitesi	Faculty of Art and Design
State	8	Firat Üniversitesi	Communication Faculty
State	9	Istanbul Medeniyet Üniversitesi	Faculty of Art, Design and Architecture
State	10	Kocaeli Üniversitesi	Communication Faculty
State	11	Kütahya Dumlupınar Üniversitesi	Faculty of Fine Arts
State	12	Malatya Turgut Özal Üniversitesi	Faculty of Art, Design and Architecture
State	13	Nevşehir Hacı Bektaş Veli Üniversitesi	Faculty of Fine Arts (Hacıbektaş)
State	14	Sakarya Üniversitesi	Faculty of Art, Design and Architecture
State	15	Süleyman Demirel Üniversitesi	Communication Faculty
Foundation	16	Başkent Üniversitesi	Faculty of Fine Arts, Design and Architecture
Foundation	17	Beykent Üniversitesi	Communication Faculty
Foundation	18	Doğuş Üniversitesi	Faculty of Art and Design
Foundation	19	Haliç Üniversitesi	Faculty of Fine Arts
Foundation	20	Hasan Kalyoncu Üniversitesi	Communication Faculty
Foundation	21	Işık Üniversitesi	Faculty of Art, Design and Architecture
Foundation	22	Istanbul Arel Üniversitesi	Communication Faculty
Foundation	23	Istanbul Aydın Üniversitesi	Communication Faculty
Foundation	24	Istanbul Bilgi Üniversitesi	Communication Faculty
Foundation	25	Istanbul Gedik Üniversitesi	Architecture and Design Faculty
Foundation	26	Istanbul Medipol Üniversitesi	Faculty of Fine Arts, Design and Architecture
Foundation	27	Istanbul Okan Üniversitesi	Faculty of Art, Design and Architecture
Foundation	28	Istanbul Sabahattin Zaim Üniversitesi	Faculty of Humanities and Social Sciences
Foundation	29	Istanbul Ticaret Üniversitesi	Communication Faculty
Foundation	30	Istanbul Topkapı Üniversitesi	Faculty of Fine Arts, Design and Architecture
Foundation	31	Istanbul Yeni Yüzyıl Üniversitesi	Communication Faculty
Foundation	32	Istinye Üniversitesi	Communication Faculty
Foundation	33	Izmir Ekonomi Üniversitesi	Faculty of Fine Arts and Design
Foundation	34	Kadir Has Üniversitesi	Communication Faculty
Foundation	35	Maltepe Üniversitesi	Communication Faculty
Foundation	36	Ted Üniversitesi	Architecture and Design Faculty
Foundation	37	Tobb Ekonomi Ve Teknoloji Üniversitesi	Architecture and Design Faculty
Foundation	38	Üsküdar Üniversitesi	Communication Faculty
Foundation	39	Yaşar Üniversitesi	Communication Faculty
Foundation	40	Yeditepe Üniversitesi	Communication Faculty

Even though some of these universities might have other visual design programs such as “Graphic Design,” “Communication Design and Management,” “Communication and Design,” this study has focused only on the programs under “Visual Communication Design” or “Görsel İletişim Tasarımı” in Turkish. Table 1 also shows how all 40 programs are not acting under the same educational facility, which raises the question and indicates how VCD should be presented.

When choosing a university program, it is essential to consider the education facility that offers it. Even if programs have the same name, they can have different content and approaches depending on the facility. For example, Bachelor’s Degree programs in Visual Communication Design can have varying practice and theory hours across different universities. Prospective students should consider not only the program name but also the facility that offers it to ensure that it aligns with their educational goals and interests.

3.3.1. Practice and Theory Hours

Practice and theory hours are essential aspects of any undergraduate program, as it represents the time each student spends in theory lectures and practical exercises for each subject. A program’s practice and theory hours can give us a general idea about the program’s direction and focus areas. This subchapter presents a list of practice and theory hours of undergraduate VCD programs offered in 40 universities in Türkiye, as shown in (Table 2).

To create this table, comprehensive data was gathered to determine the total number of hours that students are required to spend on mandatory courses in Turkish universities. The data was obtained from the universities’ websites and by direct communication with the universities’ relevant departments. The research aimed to provide an accurate reflection of the current state of education across universities in Türkiye, focusing on compulsory courses while excluding any subjects forced by the higher education institution. Moreover, it excludes the hours of electives and language courses like Turkish and English language courses.

Table 2. List of Practice and Theory Hours for Compulsory Courses

#	S1		S2		S3		S4		S5		S6		S7		S8		Total	
	T	P	T	P	T	P	T	P	T	P	T	P	T	P	T	P	T	P
1	11	6	14	6	12	5	13	3	13	3	14	3	10	3	7	5	94	34
2	11	6	11	6	9	10	9	10	6	6	6	6	6	6	6	7	64	57
3	10	8	13	7	12	4	9	4	7	2	3	0	5	5	5	5	64	35
4	12	7	11	8	14	6	14	6	13	9	11	7	12	7	11	7	98	57
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0	0
6	12	8	10	6	10	10	11	10	8	10	8	8	8	8	8	8	75	68
7	14	4	16	4	9	4	7	4	6	4	8	8	8	4	8	4	76	36
8	16	4	17	3	20	4	18	4	21	5	20	4	20	2	19	5	151	31
9	5	6	5	6	9	8	9	8	7	2	5	4	4	2	2	4	46	40
10	11	1	11	2	12	1	12	2	5	7	6	6	6	0	4	2	67	21
11	13	5	13	7	17	10	17	11	13	10	13	8	10	8	10	8	106	67
12	15	3	16	2	12	2	13	3	14	4	13	3	13	3	11	4	107	24
13	12	5	11	5	16	8	12	8	8	4	8	4	-	-	-	-	67	34
14	12	4	13	4	12	4	11	10	3	4	2	2	0	0	0	0	53	28
15	16	4	16	4	14	10	11	12	14	6	14	6	6	3	3	8	94	53
16	8	8	10	8	13	8	11	12	6	6	6	8	6	8	4	6	64	64
17	10	4	6	0	13	2	9	1	10	3	12	2	2	0	0	0	62	12
18	9	7	8	6	10	6	7	6	13	4	10	0	6	2	7	2	70	33
19	12	0	10	2	8	4	6	6	8	4	8	2	9	6	6	6	67	30
20	11	10	14	11	14	14	11	12	8	8	10	8	6	8	6	9	80	80
21	13	0	14	1	16	3	18	2	9	3	9	3	12	3	6	3	97	18
22	12	0	10	2	12	4	15	2	6	6	4	4	4	2	4	2	67	22
23	14	0	12	4	13	3	13	5	6	6	5	6	5	2	5	0	73	26
24	14	0	14	0	13	0	12	0	9	0	9	0	7	0	7	0	85	0
25	15	4	17	6	12	6	14	2	6	6	6	6	4	4	4	4	78	38
26	17	14	14	14	13	14	10	12	8	10	6	10	5	12	3	8	76	94
27	9	6	9	6	8	6	7	6	14	4	14	4	13	8	5	4	79	44
28	12	0	12	0	15	0	15	0	11	0	11	0	8	0	8	0	92	0
29	12	4	13	4	11	2	8	4	8	2	7	4	8	2	8	2	75	24
30	12	5	12	5	12	5	12	6	10	4	6	4	4	2	3	4	71	35
31	12	6	14	4	10	6	8	6	11	4	10	5	8	6	8	10	81	47
32	10	6	13	4	9	6	9	6	7	4	7	4	8	4	8	4	71	38
33	8	14	8	12	7	15	12	10	5	6	5	6	4	10	5	6	54	79
34	15	0	6	6	8	6	8	8	6	10	4	8	2	6	2	8	51	52
35	11	6	10	6	9	8	9	8	9	6	8	8	6	8	5	6	67	56
36	10	10	11	12	7	10	4	9	4	10	5	8	2	8	3	8	46	75
37	1	18	2	14	7	12	8	10	6	14	7	10	7	12	6	6	44	96
38	12	0	12	0	18	6	14	6	5	2	4	4	4	4	3	4	72	26
39	13	6	12	6	13	8	12	12	7	4	7	4	4	4	2	6	70	50
40	14	4	12	4	9	6	11	4	9	6	12	6	8	2	11	4	86	36

Table 2 displays the number of hours devoted to theoretical and practical education in various compulsory courses across 40 universities in Türkiye. The duration of VCD programs in Türkiye is typically spread over four years and eight semesters, with 240 ECTS credits. The table consists of eight columns (S1 to S8), representing each

program semester. The first column indicates the university's number. The (T) column represents the total theory hours each semester, and the (P) column represents the total practice hours. The numbers in the table indicate the sum of compulsory courses' theory and practice hours in each semester. It is imperative to note that there exists a disparity in the duration of the bachelor program offered by one university. In particular, one of the universities (U13) has a program that spans three years, while another university (U5) has yet to make available its curriculum via any of its channels. In an attempt to obtain additional information, both institutions were contacted via email and phone calls. U13 has confirmed that their program consists of six semesters and runs for three years without further explanation. However, attempts to obtain information from U5 were futile, as no response was received.

This table offers insights into the education system in Türkiye, providing a quantitative measure of the number of hours dedicated to theoretical and practical education across universities. It can assist in making informed decisions about university education and provide a benchmark for evaluating the quality of education across different institutions. The table can also be a reference for researchers and policymakers interested in exploring the Turkish education system.

3.3.2. Design Studios

The 'Design Studio' course is essential to graphic design and other design programs. It is the space where students can apply their accumulated knowledge and skills to real-world design projects. According to Amabile and Pillemer (2012), design studios provide a collaborative environment where students can share and develop their ideas, receive feedback, and improve their work continuously. As a result, it has been recognized as a required course in shaping the future of design students. According to U.S. design education researcher and author Elizabeth Resnick (2016), "*Design studio coursework has been, and continues to be, the signature pedagogy of design education.*"

Design Studio courses have been researched extensively in the literature, with several studies emphasizing their importance in shaping students' design skills, creativity, and problem-solving abilities (Cross, 2006). Donald A. Schön (2015), in his paper,

‘Learning to Design and Designing to Learn,’ explains and reinforces the value of traditional design education methods in the design practice. *“The design studio plunges students into complex and uncertain design situations, before they know what they are doing. It brings them into direct contact with materials. It habituates them to the use of virtual worlds for designing, such as sketchpads, tracing paper, and scale models of various kinds”.*

Table 3. List of Practice and Theory Hours for Design Studio Courses

#	S1		S2		S3		S4		S5		S6		S7		S8	
	T	P	T	P	T	P	T	P	T	P	T	P	T	P	T	P
1	1	6	1	6	3	3	3	3	3	3	3	3	3	3	3	3
2	4	2	4	2	2	2	2	2	2	2	2	2	2	2	2	2
3	2	4	2	4	0	0	0	0	0	0	0	0	3	3	2	3
4	5	3	5	3	5	3	5	3	5	3	5	3	5	3	5	3
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	2	4	2	4	2	4	2	4	2	4	2	4	4	4	4	4
7	4	2	4	2	4	4	4	4	2	2	2	2	2	2	2	2
8	3	1	3	1	3	1	3	1	0	0	0	0	0	0	0	0
9	0	0	0	0	2	2	2	2	2	2	2	2	2	2	2	4
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	4	2	4	2	4	2	2	2	0	0	0	0	4	2	4	2
12	3	1	3	1	3	1	3	1	0	0	0	0	0	0	0	0
13	2	2	2	2	2	2	2	2	2	2	2	2	-	-	-	-
14	2	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0
16	2	4	2	4	2	2	2	2	0	0	0	0	0	0	0	0
17	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	4	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0
25	3	4	3	4	0	0	0	0	2	2	2	2	0	0	0	0
26	2	6	2	6	2	6	2	6	2	6	2	6	0	0	0	0
27	1	2	1	2	1	2	1	2	2	2	2	2	2	2	2	2
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	4	2	4	2	4	2	4	2	4	2	4	2	4	2	0	0
31	1	2	1	2	0	0	0	0	0	0	0	0	0	0	0	0
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	1	8	1	8	2	6	2	6	2	6	2	6	2	6	0	0
34	0	0	2	2	0	0	0	0	2	6	2	6	0	0	0	0
35	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0
36	2	8	2	8	2	8	2	8	2	8	2	8	2	8	2	8
37	0	8	0	8	1	6	1	6	1	6	1	6	1	6	1	6
38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	0	0
40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Table 2 represents the hourly load of the ‘Design Studio’ course for 40 universities in our case study, divided into eight semesters (S1-S8). The (T) column represents the theory hours, while the (P) column represents the practice hours. This data provides insight into how much emphasis each university places on this critical course and how it is distributed across the eight semesters. It is important to note that the hours listed in the table only include compulsory courses related to the ‘Design Studio’ course, excluding electives and other courses not directly related to this course.

It was found that some programs conduct the ‘Design Studio’ under different titles such as ‘Introduction to Design,’ ‘Basic Design,’ ‘Basic Design Studio,’ ‘Studio,’ ‘Workshop,’ ‘Graphic Design Studio,’ and ‘Visual Communication Studio.’ In some cases, the studio course acts as a form of choosing a track of interest as an elective form and changing the title after finishing with the essential design topics. It is also worth mentioning that some programs consider the final or graduation project as a form of studio since it combines both fields of knowledge, theory, and practice.

On a side note, some programs offering design studios in their curriculum accompany their Basic Design Studio course with another course under Pattern Design.

3.3.4. Elective Courses

This study also analyzes the elective course offerings of 40 VCD programs in 40 universities in Türkiye, focusing on the number of courses available and required per semester. The results show a wide range of options across universities, with some offering as few as five courses over eight semesters and others offering as many as 53.

Elective courses are an essential aspect of higher education, allowing students to explore their interests and expand their knowledge beyond their chosen majors. However, the availability and number of elective courses can vary significantly between the chosen sample of universities, potentially impacting students’ academic experiences. **Error! Reference source not found.** below presents the number of elective courses offered by each of the 40 universities each semester:

Table 4. Number of Elective Courses

#	S1	S2	S3	S4	S5	S6	S7	S8	Total
1	0	0	1	1	1	1	1	1	6
2	0	0	2	2	2	2	2	2	12
3	0	0	1	2	4	5	2	2	16
4	0	0	2	2	2	2	2	2	12
5	-	-	-	-	-	-	-	-	0
6	0	0	1	1	3	3	2	2	12
7	0	0	3	4	2	2	3	3	17
8	0	0	0	0	0	0	0	0	0
9	0	0	0	0	3	3	4	4	14
10	0	0	2	2	3	3	4	3	17
11	0	0	1	1	2	2	2	2	10
12	0	0	2	2	3	3	2	2	14
13	0	0	2	2	2	2	-	-	8
14	0	0	0	0	3	4	5	5	17
15	0	0	2	2	2	3	4	4	17
16	0	0	0	0	3	3	3	4	13
17	0	1	1	1	1	0	5	5	14
18	0	0	0	0	2	2	3	3	10
19	0	0	2	2	2	2	1	2	11
20	0	0	1	1	3	2	3	3	13
21	0	0	0	0	3	3	2	3	11
22	0	0	1	1	3	4	4	3	16
23	0	0	1	1	3	3	4	5	17
24	0	0	1	1	2	2	2	2	10
25	0	0	0	1	4	4	4	4	17
26	0	0	1	1	4	4	1	1	12
27	0	0	3	3	3	3	2	1	15
28	1	1	1	1	3	3	3	3	16
29	0	0	2	2	2	2	3	3	14
30	0	0	0	0	2	4	4	4	14
31	0	0	0	1	2	2	3	2	10
32	0	0	2	2	3	3	2	1	13
33	0	0	0	0	3	2	2	4	11
34	0	2	2	1	2	3	4	3	17
35	0	0	2	1	3	3	4	4	17
36	0	0	0	1	2	3	3	3	12
37	1	1	0	0	1	1	1	2	7
38	0	0	0	0	4	4	4	3	15
39	0	0	0	0	3	3	2	3	11
40	0	0	0	1	1	3	2	1	8

The table shows that the number of elective courses offered varies widely between universities and semesters. Some universities maintain a consistent number of courses throughout the semesters, and some have significant variations in their course offerings from one semester to another. Some universities offer more elective courses in earlier semesters, while others offer more in later semesters. However, it is common not to offer any elective courses in the first two semesters, first academic year, to focus more on creating a well-rounded foundation of introductory design courses.

The wide variation in elective course offerings between universities raises questions about the factors contributing to this disparity. One possible explanation is differences in university resources, such as the education facilities, which impact the ability to offer more elective courses. Another factor may be differences in the university's educational philosophy or curriculum requirements, which may prioritize core courses over elective courses.

Regardless of the reasons for variation, it is clear that students may face vastly different academic experiences depending on the university they attend. Universities with more elective course offerings may give students more opportunities to explore their interests and pursue unique academic experiences. Overall, the results of this study highlight the importance of elective courses in higher education and the significant variation in offerings between universities. Further research could explore the factors contributing to this variation and the impact on student academic experiences.

3.4. Analysis

This analysis is poised to conduct a meticulous exploration to unearth patterns and correlations among universities, specifically focusing on the balance between practical and theoretical training in their curriculum, the presence and frequency of design studio courses, and the availability and diversity of elective options within the VCD programs. By comparing different aspects of VCD education, we can better understand the strengths and weaknesses of various programs. Ultimately, our goal is to thoroughly assess VCD education's current state and identify improvement areas.

The investigation's intricate nature provides a unique opportunity to closely examine different aspects of VCD education, permitting a comprehensive evaluation of how they intertwine and impact the overall quality of instruction and learning outcomes. By critically juxtaposing these multifaceted components, the aim is to gain profound insights into diverse programs' strengths and potential vulnerabilities. Such a comparative approach facilitates the identification of successful strategies and methodologies and areas that might be falling short, thus providing a balanced view of the state of VCD education in the respective universities.

It is worth noting that some of the VCD programs identified in this study are located

within different educational facilities. This can have implications for how these programs are organized, administered, and taught, as they may have different resources, staff, or academic cultures. Given their different institutional contexts, these programs may have different approaches to teaching and learning. Nonetheless, this study focused on the shared characteristics of these programs that are captured by the name “visual communication design” and the content of their curriculum rather than their institutional affiliation.

3.4.1. Practice and Theory Distribution

Analyzing practice and theory hourly load distribution among the 40 universities reveals some notable patterns. First, it is evident that most universities tend to allocate more hours to theory than practice, with only a few exceptions. This suggests a preference for a more theoretical approach to VCD education, which could have implications for the skills and abilities of graduates in the field. Additionally, there is a considerable variation in the ratio of practice to theory hours across the universities, with some having a nearly equal distribution. In contrast, others have a significant disparity between the two. This variation could be due to too many factors, such as educational facility goals, program goals, faculty expertise, or resources available.

Furthermore, there is a correlation between the number of design studio offerings and the distribution of practice and theory hours, with universities offering more design studios allocating a higher percentage of hours to practice. This correlation indicates that design studios may be crucial in balancing practice and theory in VCD education. Overall, these observations suggest that there is no one-size-fits-all approach to VCD education and that a balance between practice and theory should be tailored to each program’s specific goals and context.

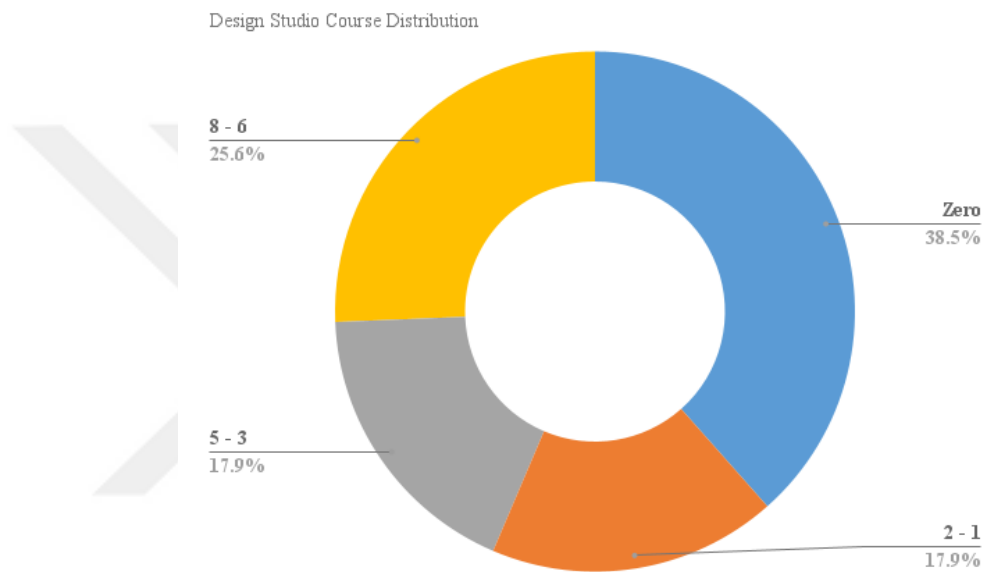
3.4.2. Design Studio Course

Design studios play a significant role in developing a student’s design skills. As such, their availability and offerings can significantly influence the quality of design education in universities. Figure 1 indicates that out of the 40 universities, only 15 (38.5%) offered design studios in all eight semesters, while 17 (43.5%) offered design studios in only two or fewer semesters. This observation indicates a potential limitation

in the design of education provided by these universities.

It was found that 13 out of 16 universities offering VCD programs under the communication faculty offer two or fewer design studio courses. Moreover, 7 out of these 13 do not offer any design studio courses.

Figure 1. Design Studio Course Distribution



Furthermore, a weak positive correlation was observed between the availability of design studios and the ratio of practice to theory hours. 8 out of 10 universities that offered the highest number of practical hours in education offered design studios in 8 semesters, which tended to have a higher practice-to-theory hours ratio. This correlation may indicate that universities offering design studios are more focused on practical learning and provide more practical hours in their curriculum. However, it should be noted that correlation does not necessarily imply causation and further research is needed to establish a causal relationship.

Interestingly, we observed a weak negative correlation between the number of elective courses offered and the availability of design studios. This observation may indicate that universities offering fewer design studios may compensate by offering more elective courses to provide students with diverse learning opportunities. However, this

correlation may also indicate a trade-off between the availability of design studios and elective courses, and further research is required to establish a definitive relationship.

Overall, the availability and offerings of design studios and the distribution of elective courses can significantly impact the quality of design education in universities. Our observations suggest that universities with higher availability of design studios may provide more valuable learning opportunities. At the same time, those with a more significant number of elective courses may compensate for the limited availability of design studios. Further research is needed to confirm these observations and establish a more robust understanding of the relationship between these variables.

3.4.3. Elective Courses

Table 4 provides valuable information about the curriculum design of 40 universities. By examining the number of elective courses each university offers, it is clear that there is a significant variation between them. Some universities have no elective courses, while others offer up to 17. This suggests that curriculum structures vary among universities, with some emphasizing structure and others providing more flexibility in course selection.

Interestingly, a correlation is also noticed between the number of elective courses offered and the practice and theory load distribution. Specifically, universities that offer a higher number of elective courses tend to have a more balanced distribution of practice and theory courses. For example, universities 9, 34, and 35 offer 14-17 elective courses and have a practice and theory load distribution of 50/50 or close to it. This indicates that universities with more flexible curriculums provide a more balanced education between practical and theoretical knowledge.

However, it has been noticed that certain universities tend to provide a higher number of elective courses during the later semesters (S5-S8) compared to the earlier ones (S1-S4). In fact, most universities offer more than 50% of their elective courses in the final semesters. This could imply that these universities prioritize establishing a solid theoretical and practical knowledge foundation during the program's initial years before permitting students to focus on their chosen electives in the later semesters.

3.5. Challenges in Collecting and Analyzing Data

The study of VCD educational programs in Türkiye presents a number of challenges that needed to be addressed. These challenges include the availability and reliability of data, language barriers, and potential biases in the information collected.

- 1. Data Availability and Reliability:** One of the primary challenges was obtaining reliable and up-to-date data from universities. As not all universities had complete data on their websites, and some did not make their data publicly available. Additionally, some universities had inconsistent or missing data across different departments, making it challenging to gather accurate information. The data collection processes for this study was hindered by the limited availability of relevant information on VCD educational programs in Türkiye. Some sources were outdated or difficult to access, and the reliability of the data was often uncertain.
- 2. Language Barriers:** Another significant challenge was dealing with language barriers when collecting data from universities located in non-English speaking countries. In some cases, even with the use of translation tools, it was still challenging to obtain accurate information, especially when dealing with technical terms. A significant amount of material needed to be translated into English while doing data collection, and this posed a challenge in terms of accuracy and cultural context. Also, the study required a deep understanding of academic programs and their relationships with professional practice from a cultural point of view.
- 3. Potential Biases:** There was a risk of bias in the data collected, as it was sourced from university websites and other online sources. Some universities may have provided more information than others, or presented their information in a biased manner, leading to uneven representation in the data. On another aspect, data from university websites may be biased towards promoting the university and its programs, while information from professional organizations may be biased towards promoting the industry.
- 4. Variations in Data Availability and Online Presence:** Not all universities

had a robust online presence, making it challenging to obtain data from them. In some cases, universities may have had limited information available online, or may have had outdated websites, which made it difficult to obtain current data. The online presence and data availability of each university varied vastly from one to another, with some universities beside having limited online presence and access of their VCD programs information, other universities have not provided an up to date version of their syllabus, academic staff.

5. **Uneven Data Presentation on University Websites:** The way in which universities presented their data on their websites was not always consistent. Some universities presented information in a clear and organized manner, while others had information scattered across multiple sources, making it difficult to gather complete information. This raised some concerns about the nature of the data collected,. and a question about how universities are approaching students if there is no enough information presented.
6. **Lack of Published Course Syllabi:** A significant challenge was the lack of available course syllabi for some universities. Syllabi provide detailed information on the topics and skills covered in a course, which is important when analyzing the distribution of theory and practice in course offerings. Without syllabi, it was challenging to determine the balance of theory and practice in the courses offered.
7. **Incomplete or Inconsistent Data:** In some cases, the data collected was incomplete or inconsistent. This could be due to errors on the part of the research process, or due to missing or unclear information on university websites.

In conclusion, the study of VCD educational programs in Türkiye presented a number of challenges related to data availability, language barriers, and potential biases. Through a thorough examination of all sources and a critical evaluation of the information collected, the study was able to provide a comprehensive understanding of how VCD educational programs in Türkiye are shaped and some valuable insights into the distribution of theory and practice in design education.

CHAPTER 4: CONCLUDING REMARKS

Design is a multifaceted field that encompasses a wide range of disciplines and practices. From graphic design to industrial design, fashion design to architecture, design plays a fundamental role in shaping the world we live in. Over the years, design has evolved and adapted new technologies, materials, and social contexts, becoming a hub for interdisciplinary studies and collaboration. Today, design education is more critical than ever, as it prepares students to face the challenges of a rapidly changing world and contribute to shaping its future. This chapter aims to reflect it on the current state of visual design education, its achievements, and its shortcomings and provide insights into the future of this vital field. Through the lens of the various perspectives presented in this research, the hope is to shed light on the complexity and diversity of design education and to inspire new ways of thinking and practicing design.

4.1. Visual Communication Design Practice

The field of VCD has undergone many significant changes in recent years, with advancements in technology and, most recently, the rise of AI impacting the profession's traditional roles and responsibilities. Manovich (2017) mentioned that the availability of machine learning algorithms has allowed for the creation of autonomous design systems that can produce content at unprecedented speeds. However, it is essential to note that AI is not meant to replace designers but rather enhance their capabilities (Rezk, 2023), as designers must embrace this change and adapt their skills to remain relevant in the industry.

The VCD profession has experienced a shift in the designer's role from solely focusing on aesthetics to considering the ethical implications of their work. Designers are now expected to take a more socially responsible approach in their work, considering the impact of their designs on individuals and society as a whole (Johannessen, et al., 2019). Despite these changes, the VCD profession remains a vital part of modern society, significantly impacting how we communicate and interact with the world around us. As noted by Lupton, designers have the power to shape culture and influence how we think and behave (Lupton, 2010).

As technology advances, the VCD profession is changing and designers are taking on

new roles and responsibilities. They must now consider the ethical implications of their work and adopt a more socially responsible approach. The emergence of AI presents both challenges and opportunities for designers, who must adapt their skills to stay relevant. Despite these changes, the VCD profession remains vital to shaping culture and influencing how we interact with the world.

4.2. Visual Communication Design Education

As many researchers indicate, it is clear that VCD education is at a crossroads between theory and practice (Friedman, 2019) (Clark and Brody, 2009). While some argue that VCD education should prioritize theory over the practice to create more critically engaged designers (Heller, 2005) (Fry, 2020), others contend that practice-based education is essential for preparing students for the demands of the industry (Heller and Fernandes, 2010) (Poulin, 2018). Despite that, there is a growing recognition of the need for VCD education to address issues related to social responsibility and sustainability (Papanek, 1985) (McDonough, 2003).

VCD education is widely offered as a program or a concentration within design schools and universities. Additionally, VCD education is often integrated into other design disciplines, such as industrial design and architecture, as a complementary skillset. It is evident that VCD education needs to keep pace with rapidly changing technologies and design trends. Therefore, VCD educators must continuously update their curriculum to ensure that students receive the necessary skills and knowledge to succeed in the design industry. This requires a strong understanding of the design landscape and a commitment to ongoing professional development.

VCD education faces with a complex set of challenges and opportunities. By striking a balance between theory and practice and by prioritizing social responsibility and sustainability, VCD educators are asked to prepare students to become thoughtful, engaged, and effective designers in a rapidly changing landscape. The ideas presented in “The Gutenberg Galaxy” offer a valuable framework for thinking about the relationship between medium and message, and their relevance to contemporary VCD education should not be overlooked.

Design schools specializing in VCD need to clearly define and streamline the essential

elements of studio teaching and incorporate knowledge from other relevant disciplines in order to prepare students for the increasing demands of the field. Without this, other fields such as cognitive and computer science, engineering, or business may take over and potentially overlook crucial aspects of VCD, such as addressing root causes, considering the entire system, and utilizing rapid prototyping and iteration. These fields may focus too heavily on technology, cost, and efficiency without fully understanding the societal impact and the role of communities in VCD. Therefore, it is crucial for VCD programs to prioritize and integrate their unique strengths in order to produce well-rounded and effective visual designers (Meyer and Norman, 2020).

4.3. Observations on VCD Program Courses

In the case study of this research, some patterns were observed regarding the courses of VCD programs across universities in Türkiye. These observations can shed light on the structure and content of these programs and offer insights into the skills and knowledge emphasized in VCD education.:

1. **Graduation Project Courses:** Almost all universities offer graduation project courses as studio courses, allowing students to apply and test their knowledge and skills in a real-world setting. This approach provides students with hands-on experience and prepares them for their professional careers.
2. **Pattern Design Studio and Computer-Aided Design:** Some VCD programs include courses like Pattern Design Studio and Computer-Aided Design alongside the Design Studio course.
3. **Drawing Course:** Drawing courses are offered in the first two semesters of VCD programs. These courses are designed to help students improve their sketching and drawing abilities, which are critical skills for the expression of ideas in visual communication and set designers apart from others.
4. **Complementary Courses:** The required courses in VCD programs varies depending on the university and the specific department. Some examples of these courses include sociology, history of thought, information technology, and social psychology.

5. **Communication Facility:** Under the communication facility, VCD programs offer a diverse range of courses, including interaction, sociology of communication, communication theories, research methods, social psychology, and communication sciences. These courses aim to provide students with an in-depth knowledge of communication and assist them in developing captivating visual designs.
6. **Credit System:** Universities have different approaches to the credit system. Some increase the number of courses per semester by reducing the credit of each subject, while others offer fewer courses with higher credit values.
7. **Track of Interest:** At some universities, students can choose a specific area of interest, like graphic design, advertising, or multimedia, by selecting specialization courses that are mandatory. This approach enables students to concentrate on their chosen field and acquire specialized knowledge and skills.
8. **Other Studio Courses:** At some universities, the studio course is split into practical and theoretical classes. The practical class concentrates on design projects with a hands-on approach, while the theoretical class centers around design's conceptual and theoretical aspects. Nonetheless, the courses are not split in many cases, as they cover technical and liberal principles in the same setting.

These observations suggest that VCD programs offer a wide range of courses that provide students with a comprehensive education in VCD and provide students the flexibility to tailor their education to their career goals.

4.4. Future of VCD Education

VCD education is a dynamic and ever-evolving field that needs to keep pace with the industry's fast-changing requirements. As design continues to expand its reach across multiple platforms and media, the demand for designers who possess a diverse range of skills has grown. The future of VCD education lies in integrating technology and interdisciplinary approaches to design. This will require a shift away from traditional teaching methods and towards more collaborative and experiential learning models.

According to a study by the World Economic Forum, “*the key skills for the future are creativity, critical thinking, and complex problem-solving*” (World Economic Forum, 2020). Therefore, VCD education needs to focus on developing these skills in students while encouraging them to embrace creativity and experimentation. The design industry is becoming increasingly complex, and designers must be able to adapt to new trends, technologies, and methodologies.

Designers must be aware of the role of automation and artificial intelligence in the industry. As technology advances, many routine design tasks may become automated, and the designer's role may shift towards more strategic and conceptual work. However, even without automation, designer in a way is the one who translates thoughts and messages into its visual form. Therefore, designers might act like reviewers who guide and direct AI outcomes. Until then, designers will need to adapt to these changes by developing skills such as data analysis, user experience design, and knowing how to communicate with the artificial intelligence platforms. They will also need to be aware of the ethical implications of designing for AI, such as bias and privacy concerns.

In order to prepare students for the future of VCD, educational institutions must adopt a forward-thinking approach. They need to develop curricula that combine practical and theoretical learning, offer interdisciplinary courses, and integrate emerging technologies into their programs. Additionally, while design industry is becoming increasingly global, VCD education should incorporate a global perspective to equip students with the skills and knowledge required to work in an international context.

Overall, the future of VCD education is challenging. It requires a willingness to adapt and embrace change, as well as a commitment to lifelong of constant learning and professional development. By developing a curriculum that equips students with the skills and knowledge to navigate the complexities of the industry, VCD education can and should prepare agile designers to succeed and fit to the future.

4.5. Ethical Implications in the Future of VCD Education

Ethical considerations are crucial when creating visual content in the VCD field. Designers must account for various aspects that affect how their work influences and

communicates messages to different audiences. These aspects include representation, cultural sensitivity, inclusivity, intellectual property, sustainability, and social responsibility.

Visual Communication Design education requires designers to uphold ethical practices that promote fairness, accuracy, and inclusivity in visual representation. Ethical considerations call for designers to conduct extensive research, respect diverse perspectives, and promote cultural understanding while avoiding stereotypes and promoting sensitivity. Additionally, designers must respect intellectual property rights by adhering to copyright laws, licensing agreements, and plagiarism guidelines and adequately crediting the creative works of others. Promoting sustainability in VCD education has also come to the forefront, with designers encouraged to choose sustainable materials and production methods while promoting responsible consumption. Visual communication has the power to shape public opinion and influence societal values, which is why ethical communication must uphold truthfulness, transparency, and fairness while being mindful of power dynamics and the social impact of visual messages.

As VCD education continues to evolve, it is essential to consistently reflect on ethical considerations, including the impact of AI. AI-powered tools and software are increasingly being used in the field of VCD, and it is essential to consider the ethical implications of such technology. Further research and practice should address new ethical challenges that arise from the use of AI in VCD, and educational institutions should offer ethics courses and promote critical thinking skills to prepare designers with the ethical awareness needed to navigate these challenges. Additionally, designers must consider AI's potential biases and limitations when using these tools in their work.

Including ethics in VCD education is paramount for the industry's future. By equipping designers with ethical awareness, it can be ensured that they possess the necessary skills to navigate the challenges of the design field while upholding the ethical standards. This approach will enable to raise a new generation of designers who are not only experts in their field but also capable of efficiently handling ethical challenges.

4.6. Future Research

As design education continues to evolve and adapt to new technologies and changing industry needs, there are several critical areas for future research to explore. One area is the integration of emerging technologies, such as virtual and augmented reality, into design education. These technologies can potentially revolutionize the way designers work, allowing for immersive and interactive design experiences. Researchers could investigate how these technologies could be incorporated into design education and how they can enhance learning outcomes.

Another area of research is the use of data-driven design processes. With the increasing amount of data available, designers can use data analysis to inform their design decisions and improve user experiences. Future research could investigate how data-driven design processes can be incorporated into design education and how they can be used to enhance the quality of design outputs.

In addition, as the designer's role shifts towards more strategic and conceptual work, designers need to develop a broader range of skills. Future research could investigate how design education can incorporate interdisciplinary approaches, such as collaborations with other disciplines like engineering, computer science, and psychology programs, to prepare students for the changing demands of the industry.

lastly, it is crucial to consider both ethical considerations and the integration of AI in design education. As AI continues to advance and become a more prominent part of the design industry, it is essential to educate designers on the ethical implications of its use. Future research could investigate how AI can be integrated into design education while also addressing ethical concerns. By exploring these critical research areas, design education can equip students with the knowledge and skills needed to excel in the ever-evolving design industry.

In conclusion, future research in design education should focus on exploring new technologies, data-driven design processes, interdisciplinary approaches, and ethical considerations. To adequately equip students for the continually evolving design industry, design education must focus on critical areas to provide them with the necessary skills and knowledge for future success.

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APPENDIX: VCD PROGRAMS CURRICULEM IN TÜRKİYE

U1 ANKARA HACI BAYRAM VELİ ÜNİVERSİTESİ										
Semester 1					Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GIT 109	BİLGİSAYARLA TASARIM I	2	0	4	GIT 110	BİLGİSAYARLA TASARIM II	2	0	2	
ING-101	İNGİLİZCE-I	3	0	3	GIT 152	FOTOĞRAF I	3	0	4	
SBA 103	SANAT TARİHİ I	2	0	3	ING-102	İNGİLİZCE-II	3	0	3	
TAR-101	ATATÜRK İLKELERİ ve İNKILAP TARİHİ-I	2	0	2	SBA 104	SANAT TARİHİ II	2	0	3	
TSE 109	TEMEL BİLGİ TEKNOLOJİLERİ	3	0	3	TAR-102	ATATÜRK İLKELERİ ve İNKILAP TARİHİ-II	2	0	2	
TSEG 103	TEMEL TASARIM 1	1	6	9	TSE 110	TEMEL BİLGİSAYAR VE İLETİŞİME GİRİŞ	3	0	3	
TSEG 105	DESEN 1	3	0	4	TSEG 104	TEMEL TASARIM 2	1	6	8	
TÜR-101	TÜRK DİLİ-I	2	0	2	TSEG 106	DESEN 2	3	0	3	
					TÜR-102	TÜRK DİLİ-II	2	0	2	
Semester 3					Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GIT 205	VEKTÖREL İLLÜSTRASYON	1	2	4	GIT 206	TİPOGRAFİ I	2	0	4	
GIT 251	FOTOĞRAF II	3	0	5	GIT 214	GÖRSEL TASARIM TARİHİ I	2	0	3	
GİT 201	PROJE 1	3	3	10	GIT 252	FOTOĞRAF III	3	0	5	
SBA 205	SANAT TARİHİ III	2	0	3	GİT 202	PROJE 2	3	3	10	
TSEG205	DESEN 3	3	0	4	TSEG206	DESEN 4	3	0	4	
	Elective Course					Elective Course				
Semester 5					Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GIT 309	TİPOGRAFİ II	2	0	4	GIT 308	AMBALAJ TASARIMI	3	0	4	
GİT 301	PROJE 3	3	3	9	GİT 302	PROJE 4	3	3	9	
GİT 305	DİJİTAL TASARIM I	2	0	3	GİT 306	DİJİTAL TASARIM II	2	0	3	
GİT 311	GÖRSEL ALGININ TEMELLERİ	2	0	3	GİT 310	YARATICI YAZI	2	0	2	
GİT 315	GÖRSEL TASARIM TARİHİ II	2	0	3	GİT 312	GÖRSEL ALGI PSİKOLOJİSİ	2	0	4	
SBA 305	İLETİŞİM SOSYOLOJİSİ	2	0	3	SBA 306	ÇAĞDAŞ SANAT KURAMLARI	2	0	4	
	Elective Course					Elective Course				
Semester 7					Semester 8					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GIT 413	İNTERNET YAYINCILIĞI	2	0	5	GİT 402	MEZUNİYET PROJESİ	3	3	17	
GİT 401	PROJE 5	3	3	12	GİT 408	ÇOKLUORTAM TASARIMI	2	2	5	
GİT 405	PORTFOLYO TASARIMI	3	0	5	GİT 413	PROFESYONEL YAŞAM	2	0	3	
GİT 411	TASARIM KÜLTÜRÜ	2	0	3		Elective Course				
	Elective Course									

U2		Ankara Yıldırım Beyazıt Üniversitesi										
Semester 1					Semester 2							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
GSF101	Basic Design I	4	2	9	BLG102	Use of Information Technologies	1	2	3			
GSF103	Perspective	1	2	5	GSF102	Basic Design II	4	2	9			
GSF105	Drawing I	4	2	7	GSF106	Drawing II	4	2	9			
GSF107	Art History	2	0	3	GTS102	Introduction to Visual Communication Design	2	0	3			
İNG101	Basic English I	3	0	4	İNG102	Basic English II	3	0	4			
TDL101	Turkish Language I	2	0	1	TDL102	Turkish Language II	2	0	1			
TİT101	History of The Turkish Revolution I	2	0	1	TİT102	History of The Turkish Revolution II	2	0	1			
Semester 3					Semester 4							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
GTS201	Design Workshop I	2	2	7	GTS202	Design Workshop II	2	2	7			
GTS203	Computer Aided Design I	2	2	5	GTS204	Computer Aided Design II	2	2	5			
GTS205	Typography I	2	2	4	GTS206	Typography II	2	2	4			
GTS207	Photograph I	1	2	3	GTS208	Photograph II	1	2	3			
GTS209	Illustration	2	2	5	GTS210	Digital Illustration	2	2	5			
	Elective Course					Elective Course						
	Elective Course					Elective Course						
Semester 5					Semester 6							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
GTS301	Design Workshop III	2	2	9	GTS300	Internship	0	0	6			
GTS303	3d Modelling I	2	2	9	GTS302	Gdesign Workshop IV	2	2	7			
GTS305	Packaging Design	2	2	6	GTS304	3d Modelling II	2	2	7			
	Elective Course				GTS306	Editing Techniques	2	2	4			
	Elective Course					Elective Course						
						Elective Course						
Semester 7					Semester 8							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
GTS401	Graphic Design V	2	2	8	GTS402	Design Workshop VI	2	2	6			
GTS405	Animation I	2	2	8	GTS404	Web Designing	2	2	5			
GTS413	Cartoon Design	2	2	8	GTS406	Animation II	2	2	5			
	Elective Course				GTS408	Graduation Project and Exhibition	0	1	8			
	Elective Course					Elective Course						
						Elective Course						

U3 AYDIN ADNAN MENDERES ÜNİVERSİTESİ									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
İLT101	Introduction to Communication	3	0	5	RTS101	Basic Photography	2	2	5
İLT121	Digital Media I	1	2	4	GİT123	Art Society and Culture II	3	0	4
GİT111	Basic Drawing	1	2	4	GİT121	Digital Media Applications	2	1	4
GİT113	Art Society and Culture I	3	0	4	GİT122	Basic Design II	2	4	9
GİT112	Basic Design I	2	4	9	GİT124	Basic Research Methods	3	0	4
AI101	Principles of Atatürk and History of Turkish Revolution I	2	0	2	AI102	Principles of Atatürk and History of Turkish Revolution II	2	0	2
TD101	Turkish Language I	2	0	2	KP111	Career Planing	1	0	2
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
İLT201	Communication Theories I	3	0	5	GİT221	Visual Design History I	3	0	4
İLT102	History of Communication	3	0	4	GİT222	Typography II	1	2	5
GİT214	Genres of Narratives	3	0	4	GİT223	Desktop Publishing II	2	2	5
GİT212	Typography I	1	2	4	İLT218	Communication Theories II	3	0	5
GİT213	Desktop Publishing I	2	2	5	YD102	English Through Skills II	2	0	2
TD102	Turkish Language II	2	0	2		Elective Course			
YD101	English Through Skills I	2	0	2		Elective Course			
	Elective Course								
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT314	Media Literacies	3	0	4	GİT324	Digital Culture	3	0	4
GİT315	Visual Design History II	3	0	4		Elective Course			
GİT316	Basic Editing	1	2	3		Elective Course			
	Elective Course					Elective Course			
	Elective Course					Elective Course			
	Elective Course								
	Elective Course								
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT405	Design Studio I	2	3	10	GİT406	Design Studio II	2	3	10
GİT401	Graduation Project I	3	2	10	GİT402	Graduation Project II	3	2	10
	Elective Course					Elective Course			
	Elective Course					Elective Course			

U4 BURDUR MEHMET AKİF ERSOY ÜNİVERSİTESİ									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
18103	Basic Design I	5	3	9	18104	Basic Design II	5	3	9
18105	Drawing I	2	2	6	18106	Drawing II	2	2	6
18107	Introduction to Design I	2	2	5	18108	Introduction to Design II	2	2	5
18160	Ataturk's Principles and Revolution I	2	0	2	18260	Ataturk's Principles and Revolution II	2	0	2
18170	Turkish Language I	2	0	2	18270	Turkish Language II	2	0	2
18180	Foreign Language I (English)	2	0	2	18280	Foreign Language II (English)	2	0	2
22101	Art Concepts and Theories	3	0	4	22102	Desing Tool and Techniques	2	1	4
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
19201	Visual Communication Design I	5	3	9	19202	Visual Communication Design II	5	3	9
19203	Typography I	2	2	5	19204	Typography II	2	2	5
19205	Basic Photography	2	1	4	19208	Graphic Art History-I	3	0	3
19207	History of Art	3	0	3	19210	Artwork Analysis	2	0	2
19209	New Media	2	0	2	21206	Adverstising Photography	2	1	4
	Elective Course					Elective Course			
	Elective Course					Elective Course			
	Elective Course					Elective Course			
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
20301	Visual Communication Design III	5	3	9	20302	Visual Communication Design IV	5	3	9
20303	Motion Graphic Design I	2	2	4	20304	Motion Graphic Design II	2	2	4
20305	Digital Illustration I	2	2	4	20306	Digital Illustration II	2	2	4
20307	Packaging Design	2	2	4	20308	Advertising and Campaign Strategies	2	0	3
20309	Aesthetics and Philosophy of Art	2	0	2		Elective Course			
	Elective Course					Elective Course			
	Elective Course								
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
21401	Coding in Design	2	2	5	21402	Portfolio Design	2	2	5
21403	Desktop Publishing	2	2	5	21404	Digital Publishing	2	2	5
21405	Entrepreneurship	3	0	4	21406	Occupational Health and Safety	2	0	4
	Graduation Project I	5	3	12		Graduation Project II	5	3	10
	Elective Course					Elective Course			
	Elective Course					Elective Course			

U6		EGE ÜNİVERSİTESİ (İZMİR)										
Semester 1					Semester 2							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
3201001032020	Görsel İletişim Tarihi I	2	2	3	3201001042020	Görsel İletişim Tarihi II	2	0	3			
3201001052018	New Media Entrepreneurship	2	0	3	3201001062018	Theory and Research Methods of Design	2	0	4			
3201001072018	Drawing I	2	2	4	3201001082018	Drawing II	2	2	4			
3201001092018	Art History I	2	0	3	3201001102018	Art History II	2	0	3			
3201001112018	Basic Design Studio I	2	4	6	3201001122018	Basic Design Studio II	2	4	8			
3201001132018	Transition Into University Life	1	0	1	3201001142018	Turkish Language II	2	0	2			
3201001152018	Turkish Language I	2	0	2	3201001162018	Foreign Language II	4	0	4			
3201001172018	Foreign Language I	4	0	4	3201001182018	Principles of Ataturk and Recent Turkish History II	2	0	2			
3201001192018	Principles of Ataturk and Recent Turkish History I	2	0	2								
3201001212020	Kariyer Planlama	1	0	2								
Semester 3					Semester 4							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
3201002012018	Visual Communication Design Studio I	2	4	8	3201002022018	Visual Communication Design Studio II	2	4	8			
3201002032018	Typography I	2	2	6	3201002042018	Typography II	2	2	6			
3201002052018	Computer Aided Graphic Design	2	2	6	3201002062018	Multimedia Applications	2	2	6			
3201002072018	Photography and Video Techniques	2	2	5	3201002082018	Advanced Photography Techniques	2	2	5			
3201002092018	Art and Creativity	2	0	5	3201002102018	Semiotics in Design	3	0	5			
	Elective Course					Elective Course						
Semester 5					Semester 6							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
3201003012018	Visual Communication Design Studio III	2	4	8	3201003022018	Visual Communication Design Studio IV	2	4	8			
3201003032018	New Media Applications	2	2	6	3201003142020	Multimedia Design and Animation II	2	2	5			
3201003132020	Multimedia Design and Animation I	2	2	5	3201003202020	Digital Illustration	2	2	5			
3201003192020	Illustration	2	2	5	3201003362020	Görsel İletişim Tasarımında Yaratıcı Stratejiler	2	-	6			
	Elective Course					Elective Course						
	Elective Course					Elective Course						
Semester 7					Semester 8							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
3201004012018	Visual Communication Design Graduation Project I	4	4	12	3201004022018	Visual Communication Design Graduation Project II	4	4	12			
3201004032018	Portfolio and Presentation Techniques	2	2	6	3201004042018	Portfolio Design	2	2	6			
3201004272020	Çağdaş Sanat Akımları	2	2	6	3201004302020	Çağdaş Tasarım Felsefesi Ve Yönetimi	2	2	6			
	Elective Course					Elective Course						
	Elective Course					Elective Course						

U7 ESKİŞEHİR OSMANGAZİ ÜNİVERSİTESİ									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
141311001	Temel Tasarım I	4	2	7	141312001	Temel Tasarım II	4	2	7
141311002	Desen I	2	2	6	141312002	Desen II	2	2	6
141311003	Sanat Tarihi I	2	0	2	141312003	Sanat Tarihi II	2	0	2
141311004	Sanat Kavramları	2	0	2	141312004	Temel Fotoğraf	3	0	3
141311005	Görsel İletişim	2	0	3	141312005	Yazı ve Tipografi	3	0	3
141311006	Temel Bilgisayar I	2	0	4	141312006	Temel Bilgisayar II	2	0	3
141311007	Atatürk İlkeleri ve İnkılap Tarihi I	2	0	2	141312007	Atatürk İlkeleri ve İnkılap Tarihi II	2	0	2
141311008	Türk Dili I	2	0	2	141312008	Türk Dili II	2	0	2
141311009	İngilizce I	2	0	2	141312009	İngilizce II	2	0	2
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
141313001	Bilgisayarlı Grafik Tasarım I	2	2	6	141314001	Bilgisayarlı Grafik Tasarım II	2	2	6
141313002	Tipografi I	2	2	6	141314002	Tipografi II	2	2	6
141313003	Görsel Tasarım Tarihi	2	0	2	141314003	Etkileşim ve Arayüz Tasarımı	3	0	4
141313004	Temel Fotoğraf Uygulamaları	3	0	4		Seçmeli Stüdyo	2	2	5
	Seçmeli Stüdyo	2	2	5		Seçmeli Stüdyo	2	2	5
	Seçmeli Stüdyo	2	2	5		Seçmeli Kuramsal	2	0	2
	Seçmeli Kuramsal	2	0	2		Seçmeli Kuramsal	2	0	2
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
141315001	Multimedya Tasarımı	2	2	7	141316001	Sosyal Sorumluluk Tasarımı	2	2	5
141315002	Sanat ve Tasarım Kültürü	2	0	4	141316002	Üç Boyutlu Modelleme ve Animasyon II	2	2	6
141315003	Üç Boyutlu Modelleme ve Animasyon I	2	2	6	141316003	Fotoğraf Atölye	2	2	6
141315004	Kurgu Teknikleri I	2	2	6	141316004	Kurgu Teknikleri II	2	2	6
	Seçmeli Stüdyo	2	2	5		Seçmeli Stüdyo	2	2	5
	Seçmeli Kuramsal	2	0	2		Seçmeli Kuramsal	2	0	2
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
141317001	Portfolyo Tasarımı	2	2	7	141318001	Görsel İletişim Projesi	6	2	14
141317002	Disiplinler Arası Tasarım Stüdyo	6	2	14	141318002	Reklam Tasarımı	2	2	7
	Seçmeli Stüdyo	2	2	5		Seçmeli Stüdyo	2	2	5
	Seçmeli Kuramsal	2	0	2		Seçmeli Kuramsal	2	0	2
	Seçmeli Kuramsal	2	0	2		Seçmeli Kuramsal	2	0	2

U8 FIRAT ÜNİVERSİTESİ (ELAZIĞ)									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
TRD 109	Türk Dili-I	2	0	2	TRD 110	Türk Dili-II	2	0	2
AİT 101	Atatürk İlk. ve İnk. Tarihi-I	2	0	2	YDİ 108	İngilizce-II	2	0	2
YDİ 107	İngilizce-I	2	0	2	AİT 102	Atatürk İlk. ve İnk. Tarihi-II	2	0	2
ENF 101	Temel Bilgi Tekn. Kullanımı	2	2	6	GİT 104	Estetik ve Sanata Giriş	2	0	4
SOS 101	Sosyoloji	2	0	2	GİT 106	Medya ve Kültürel Çalışmalar	2	0	2
GİT 101	Temel Fotoğrafçılık	2	0	2	GİT 112	İletişim Bilimine Giriş	2	0	2
GİT 103	Karşılaştırmalı Sanat Tarihi	2	0	3	GİT 102	Dijital Fotoğrafçılık	2	0	3
GİT 105	Grafik Tas. ve Görsel İletişim Tarihi	2	0	3	GİT 114	Bilgisayar Destekli Grafik Tasarım	3	1	5
GİT 107	Temel Tasarım-I	3	1	4	GİT 108	Temel Tasarım-II	3	1	4
GİT 109	Çözümsel Desen-I	3	1	4	GİT 110	Çözümsel Desen-II	3	1	4
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
YDİ 207	İngilizce-III	2	0	2	YDİ 208	İngilizce-IV	2	0	2
GİT 201	Tipografi-I	3	1	5	GİT 202	Tipografi-II	3	1	5
GİT 211	Stüdyo Fotoğrafçılığı	2	0	2	GİT 210	Reklam ve Yayın Grafiği Tas.	3	1	4
GİT 203	Sinematografi-I	2	0	3	GİT 204	Sinematografi-II	2	0	3
GİT 205	Grafik Tas.-I	3	1	5	GİT 206	Grafik Tas.-II	3	1	5
GİT 207	İllüstrasyon-I	3	1	5	GİT 208	İllüstrasyon-II	3	1	5
GİT 213	Görsel Tasarımda Mekân	2	0	2	GİT 212	Göstergebilim	2	0	4
GİT 215	Mizanpaj Baskı Teknolojileri	2	0	2	GİT 214	Yeni Medya Çalışmaları	2	0	2
GİT 209	Kurum Kimliği Yaratma	3	1	4					
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT 301	İnternet Yayıncılığı	3	1	4	GİT 302	Web Tasarımı	3	1	4
GİT 303	Animasyon -I	3	1	4	GİT 304	Animasyon - II	3	1	4
GİT 305	İnteraktif Multimedya-I	3	1	4	GİT 306	İnteraktif Multimedya- II	3	1	4
GİT 307	Kurgu-I	2	0	3	GİT 316	İletişim Kuramları	2	0	2
GİT 309	Temel HTML Bilgisi	2	0	2	GİT 310	Kodlama Eğitimi	2	0	3
GİT 315	Sanat Sosyolojisi	2	0	3	GİT 308	Kurgu-II	2	0	3
GİT 317	Video Çekim Uygulamaları	3	1	4	GİT 318	Canlandırma Sineması Tarihi	2	0	4
GİT 311	Kitap Tasarımı	3	1	4	GİT 312	Çizgi Roman Tasarımı	3	1	4
GİT 313	Mesleki İngilizce-I	2	0	2	GİT 314	Mesleki İngilizce-II	2	0	2
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT 401	Sanat Yönetmenliği	2	0	3	GİT 408	Bitirme Projesi	0	2	5
GİT 403	Uluslararası İletişim	2	0	3	GİT 412	Sergileme Tasarımı	3	1	4
GİT 405	Popüler Kültür	2	0	2	GİT 402	İletişim Tekn. ve Enformasyon	2	0	2
GİT 407	Bilimsel Araştırma Yöntemleri	2	0	2	GİT 404	Fikir ve Sanat Eserlerinin Korunması	2	0	3
GİT 409	Görsel Metin Okumaları	2	0	3	GİT 406	Dijital Kültür	2	0	3
GİT 415	Modelleme Karakter Tasarımı	3	1	5	GİT 416	Portfolyo Tasarımı	3	1	4
GİT 413	Yaratıcı Yazarlık ve Senaryo	2	0	3	GİT 418	Ses Tasarımı	2	0	3
GİT 411	Mekan Tasarım Bilgisi ve Sinema	2	0	4	GİT 414	Reklam Film Yapımı	3	1	4
GİT 417	Kampanya Görsel Tasarımı	3	1	5	GİT 420	Fantastik ve Mitoloji	2	0	2

U9 İSTANBUL MEDENİYET ÜNİVERSİTESİ										
Semester 1					Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT 101	Basic Design - 1	1	2	7	GİT 102	Basic Design - 2	1	2	7	
GİT 103	Drawing - 1	1	2	7	GİT 104	Drawing - 2	1	2	7	
GİT105	Computer Aided Design - 1	1	2	7	GİT 106	Computer Aided Design - 2	1	2	7	
GİT 107	Ways of Seeing	2	0	3	GİT 108	Art History	2	0	3	
IMU 011	English - 1	2	0	2	IMU 012	English - 2	2	0	2	
IMU 021	Atatürk's Principles and History of Turkish Revolution - 1	2	0	2	IMU022	Atatürk's Principles and History of Turkish Revolution - 2	2	0	2	
IMU 031	Turkish Language - 1	2	0	2	IMU 032	Turkish Language - 2	2	0	2	
Semester 3					Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT 201	Project Design	2	2	9	GİT 202	Project - 1	2	2	9	
GİT 203	Typography	1	2	5	GİT 204	Illustration	1	2	5	
GİT 205	Animation	1	2	5	GİT 206	Interactive Media Theory and Research	2	0	3	
GİT 207	Photography and Video	1	2	5	GİT 208	Motion Graphic Design	1	2	5	
GİT 209	Visual Culture and Design	2	0	3	GİT 210	History of Visual Communication	2	0	3	
GİT 211	User Experience (UX) and Research	2	0	3	GİT 212	Algorithm and Programming	1	2	5	
Semester 5					Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT 301	Project - 2	2	2	9	GİT 302	Project - 3	2	2	9	
GİT 303	Data Visualization	2	0	4	GİT 304	Digital Game Theories	2	0	4	
GİT 305	Storytelling	3	0	5	GİT 306	Sound Design	1	2	5	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
Semester 7					Semester 8					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT 401	Final Project - 1	2	2	10	GİT 402	Final Project - 2	2	4	10	
GİT 403	Portfolio	2	0	4		Elective Course			4	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	

U10 KOCAELİ ÜNİVERSİTESİ										
Semester 1					Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
AIT101	Atatürk's Principles and History of Turkish Revolution I (de)	2	0	2	AIT102	Atatürk's Principles and History of Turkish Revolutions II	2	0	2	
YDB101	English I	4	0	4	YDB102	English II (de)	4	0	4	
ENF101	Practices in Basic Information Technologies (de)	3	0	3	KYP102	Career Planning	2	0	0	
TDB101	Turkish Language I (de)	2	0	2	ENF102	Basic Computer Sciences (social) - De	4	0	4	
ILT109	Basic Concepts of Law	2	0	3	TDB102	Turkish Language II (de)	2	0	2	
ILT111	Communication Science	2	0	4	ILT112	Philosophy	2	0	3	
ILT117	Basic Art Education	2	1	3	ILT114	News Making Process	2	1	4	
GIT101	Introduction to Visual Communication	3	0	5	ILT118	Basic Photography	3	0	4	
GIT115	Sociology	2	0	4	GIT102	Advertising	2	0	3	
					GIT104	Principles of Basic Design	2	1	4	
Semester 3					Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
ILT207	Press Technologies	2	0	4	ILT208	Theories of Mass Communication	2	0	4	
ILT215	Computer Aided Graphics	2	1	4	ILT210	Layout	2	1	4	
ILT213	Research Methods in Social Science	2	0	3	ILT212	Process of Advertising Production	2	0	3	
GIT227	History of Contemporary Graphic Design and Practices	2	0	4	GIT202	Lithography Techniques	2	0	4	
GIT209	Cinematography	2	0	3	GIT222	Two Dimensional Graphics	2	1	4	
GIT205	Typography	2	0	4	GIT214	Creative Thinking	2	0	3	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
Semester 5					Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GIT301	3d Graphics Animation	0	2	4	GIT308	Visual Communication Workshop II	2	1	4	
GIT303	Computer Based Video Editing	0	2	4	GIT302	Editing and Credits Graphic	0	2	4	
GIT305	Visual Communication Workshop I	2	1	4	GIT304	Desktop Publishing Techniques	2	1	4	
GIT309	Intercultural Communication	2	0	2	GIT306	Mythology and Iconography	2	0	3	
GIT307	Introduction to Web Design	1	2	4	GIT310	Multimedia Design	0	2	3	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
Semester 7					Semester 8					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
ILT407	Law On Intellectual and Artistic Works	2	0	4	ILT408	Graduation Project	0	2	6	
GIT401	Production and Directing in Audiovisual Media	2	0	5	GIT402	Publishing	2	0	6	
GIT405	Visual Media Analysis	2	0	5	GIT406	Portfolio Design	2	0	6	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
	Elective Course			4		Elective Course			4	
	Elective Course			4						

U11 Kütahya Dumlupınar Üniversitesi									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
Git101	Introduction to Communication Science	2	0	3	Git112	Digital Design II	2	4	7
Git111	Digital Design I	2	4	7	Git114	Introduction to Visual Communication	3	0	3
Git113	Basic Design Studio I	2	2	5	Git116	Basic Design Studio II	2	2	5
Git115	Drawing	2	2	5	Git118	Basic Photography	1	2	3
Git117	Civilization and Art History	3	0	3	Git120	Aesthetics	2	0	2
İngl101	English I	4	0	5	Git122	Communication Philosophy	3	0	3
Türk101	Turkish I	2	0	2	İngl102	English II	4	0	5
					TÜRK102	Turkish II	2	0	2
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
Ata201	Atatürk's Principles and The Hist. of The Turkish Revolution I	2	0	2	Ata202	Atatürk's Principles and The Hist. of The Turkish Revolution II	2	0	2
Git201	Typography	2	2	4	Git202	Digital Typography	2	2	5
Git209	Brand Communication and Design	2	2	4	Git210	Internship I	0	4	3
Git211	Digital Photography	2	2	5	Git214	Illustration	2	2	4
Git213	Digital Design III	2	2	5	Git216	Movie Design I	2	2	4
Git217	Communication Sociology	3	0	3	Git218	Digital Design IV	2	2	4
Git219	New Media	2	0	2	Git220	Digital Media Strategies	3	0	3
İngl201	English III	4	0	5	İngl202	English IV	4	0	5
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
Git305	Digital Media Design Practices I	2	2	5	Git304	Digital Media Design Practices II	2	2	4
Git319	Sound in Visual Communication	2	2	5	Git306	Information Design	2	2	4
Git329	Movie Design II	2	2	6	Git322	Internship II	0	2	2
	Elective Course			5	GİT326	Internet and Interface Design I	2	2	6
	Elective Course			5		Elective Course			5
	Elective Course			4		Elective Course			5
						Elective Course			4
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
Git405	Visual Communication Project I	2	4	8	Git404	Portfolio Design and Presentation Tech.	2	2	5
Git407	Packaging Design	2	2	4	Git420	Visual Communication Project II	2	4	7
Git441	Internet and Interface Design II	2	2	4		Elective Course			5
	Elective Course	3	0	4		Elective Course			5
	Elective Course	2	2	5		Elective Course			4
	Elective Course	2	2	5		Elective Course			4

U12		MALATYA TURGUT ÖZAL ÜNİVERSİTESİ											
Semester 1						Semester 2							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS				
TDB101	Turkish Language I	2	0	2	TDB102	Turkish Language II	2	0	2				
İNG101	English I	3	0	3	İNG102	English II	3	0	3				
AİİT101	Atatürk's Principles and History of Turkish Revolution I	2	0	2	AİİT102	Atatürk's Principles and History of Turkish Revolution II	2	0	2				
GT 101	Intercultural Communication	2	0	3	GT 102	Creating Corporate Identity	2	0	4				
GT 103	Basic Photography	2	0	3	GT 104	Popular Culture	2	0	3				
GT 105	History of Art	2	0	3	GT 106	Digital Photography	2	0	3				
GT 107	Görsel İletişime Giriş	2	0	3	GT 110	Basic Design II	3	1	4				
GT 109	Basic Design I	3	1	4	GT 108	Computer Aided Graphic Design	3	1	4				
GT 111	Use of Basic Information Technologies	2	2	5	GT 112	Visual Culture	2	0	2				
GT 113	Introduction to Communication Science	2	0	2	GT 114	Data Visualization	2	0	3				
Semester 3						Semester 4							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS				
GT 201	Professional English I	2	0	2	GT 202	Professional English II	2	0	2				
GT 203	Typography I	3	1	6	GT 204	Typography I	3	1	6				
GT 205	Cinematography I	2	0	6	GT 210	Graphic Design in Advertising and Publishing	3	1	4				
GT 207	Graphic Design I	3	1	6	GT 206	Cinematography II	2	0	6				
GT 209	Layout Technologies	2	0	4	GT 208	Graphic Design II	3	1	6				
	Elective Course			3		Elective Course			3				
	Elective Course			3		Elective Course			3				
Semester 5						Semester 6							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS				
GT 305	Internet Broadcasting	3	1	6	GT 302	Animation 2	3	1	6				
GT 301	Animation 1	3	1	6	GT 304	Editing II	3	1	6				
GT 303	Editing I	3	1	6	GT 306	Communication Theories	2	0	4				
GT 307	Video Shooting Practices	3	1	4	GT 308	Visual Perception	3	1	6				
ÜSD002	University Elective Pool	2	0	2	ÜSD003	University Elective Pool	2	0	2				
	Elective Course			3		Elective Course			3				
	Elective Course			3		Elective Course			3				
Semester 7						Semester 8							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS				
GT 401	Scientific Research Methods I	3	1	6	GT 402	Scientific Research Methods II	3	1	6				
GT 403	Media and Cultural Studies	2	0	4	GT 404	WEB II	3	1	6				
GT 405	Campaign and Visual Design	3	1	6	GT 406	Protection of Intellectual and Artistic Works	2	0	2				
GT 407	WEB I	3	1	6	GT 408	Sound Design and Editing	3	1	4				
GT 409	Sociology	2	0	2	GT 410	Graduation Project	0	1	6				
	Elective Course			3		Elective Course			3				
	Elective Course			3		Elective Course			3				

U13		NEVŞEHİR HACI BEKTAŞ VELİ ÜNİVERSİTESİ									
First Year											
YHI 001		English Preparatory									
Semester 1						Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
TDL101	Türk Dili I	2	0	2	TDL102	Türk Dili Ii	2	0	2		
AİT101	Atatürk İlkeleri Ve İnkılap Tarihi I	2	0	2	AİT102	Atatürk İlkeleri Ve İnkılap Tarihi Ii	2	0	2		
YBD101	Yabancı Dil I	2	0	2	YBD102	Yabancı Dil Ii	2	0	2		
ENF101	Temel Bilgi Teknolojisi Kullanımı I	2	2	5	ENF102	Temel Bilgi Teknolojisi Kullanımı Ii	2	2	5		
GİT101	Sanat Tarihi I	2	0	3	GİT102	Sanat Tarihi Ii	2	0	3		
GİT103	Temel Tasarım I	2	2	4	GİT104	Temel Tasarım Ii	2	2	6		
GİT105	Desen I	1	1	4	GİT106	Desen Ii	1	1	4		
GİT107	İletişim	2	0	3	GİT108	Mitoloji, Dinler Tarihi Ve İkonografi	2	0	3		
GİT109	Uygurlik Tarihi	2	0	3	GİT110	Sosyoloji	2	0	3		
KRP101	Kariyer Planlama	1	0	2							
Semester 3						Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT201	Tipografi	2	2	4	GİT202	Tipografi Ii	2	2	4		
GİT203	Temel Fotoğraf	2	2	5	GİT204	Reklamcilik	2	0	3		
GİT205	Pazarlama Ve Marka İletişimi	2	0	3	GİT206	Sosyal Psikoloji	2	0	3		
GİT207	Atölye I	2	2	6	GİT208	Atölye Ii	2	2	6		
GİT209	Bilgisayarda Tasarım I	2	2	5	GİT210	Fotoğrafi Ve Profesyonel Fotoğrafçılık	2	2	4		
GİT211	Estetik Ve Sanat Felsefesi	2	0	3	GİT212	Bilgisayar Destekli 3 Boyutlu Tasarım	2	2	6		
	Elective Course			2		Elective Course			2		
	Elective Course			2		Elective Course			2		
Semester 5						Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT301	Atölye Iii	2	2	8	GİT302	Atölye Iv	2	2	8		
GİT305	Göstergebilim	2	0	4	GİT304	Film Yapımı	2	2	6		
GİT307	Pazarlamada Yeni Yaklaşımlar	2	0	4	GİT306	Marka Yönetimi	2	0	4		
GİT311	Video Düzenleme	2	2	6	GİT308	Yeni Medya Yönetimi	2	0	4		
	Elective Course			4		Elective Course			4		
	Elective Course			4		Elective Course			4		

U14 SAKARYA ÜNİVERSİTESİ										
Semester 1					Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
TUR 101	Turkish Language	4	0	4	ING 190	English	4	0	4	
GİT 105	Basic Concepts Of Communication	3	0	5	GIT 110	History Of Modern Art	3	0	4	
TEB 103	Basic Design I	2	2	6	GIT 114	Photography and Society	3	0	5	
GIT 103	Visual Aesthetics	2	0	4	GIT 118	Communication, Design and Culture	3	0	5	
GIT 109	History Of Art	3	0	5	GIT 104	Computer Practices For Design I	2	2	6	
GIT 111	Photography	2	2	6	TEB 104	Basic Design II	2	2	6	
Semester 3					Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
ATA 201	Princ.Of Atatürk and History Of Turkish Revolution	4	0	4	GIT 212	Advertising	1	2	5	
GIT 201	Graphic Design	2	2	6	GIT 206	Typography	1	2	5	
GIT 205	Illustration	1	2	5	GIT 204	Interface Design	2	2	5	
GIT 203	The History Of Visual Communication	3	0	5	GIT 214	Film / Video Techniques	2	2	6	
GIT 207	Film Art	3	0	5	GIT 218	Digital Culture	3	0	5	
GIT 209	Popular Culture and Design	3	0	5	GIT 216	Computer Practices For Design II	2	2	4	
Semester 5					Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GIT 343	Communication Researches	1	2	6	GIT 302	Animated Graphic Design	2	2	6	
GIT 301	3D Design and Modeling	2	2	6		Project Design (Track)	-		9	
	Elective Course	-		4		Elective Course	-		5	
	Project Design (Track)	-		9		Elective Course	-		5	
	Elective Course	-		5		Entrepreneurship and Project Management	-		5	
Semester 7					Semester 8					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
	Elective Course	-		5		Elective Course	-		4	
	Elective Course	-		5		Elective Course	-		5	
	Elective Course	-		5		Elective Course	-		6	
	Graduate Project (Track)	-		5		Graduate Project (Track)	0	2	5	
	Applied Studios I (Track)	-		10		Applied Studios II (Track)			10	

U15 SÜLEYMAN DEMİREL ÜNİVERSİTESİ (ISPARTA)										
Semester 1					Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
ATA-160	Principles of Atatürk and Modern Turkish History I	2	0	2	ATA-260	Principles of Atatürk and Modern Turkish History II	2	0	2	
GİT-101	Introduction to Communication Sciences	3	0	5	GİT-102	Introduction to Visual Communication	3	0	4	
GİT-103	Basic Art Education-I	2	2	5	GİT-104	Temel Sanat Eğitimi II	2	2	5	
GİT-105	Drawing-I	2	2	5	GİT-106	Drawing-II	2	2	4	
GİT-107	Art History-I	2	0	3	GİT-108	Sanat Tarihi II	2	0	3	
GİT-111	Philosophy	2	0	2	GİT-110	Bilgi ve İletişim Teknolojileri II	4	0	4	
ILT-109	Information and Communication Technologies	4	0	4	ILT-104	Sosyoloji	3	0	4	
ING-101	English I	2	0	2	ING-102	English II	2	0	2	
KRY-001	Career Planning and Introduction to Work Life	1	0	2	TUR-270	Turkish II	2	0	2	
TUR-170	Turkish I	2	0	2						
Semester 3					Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT-201	Advertising Design and Art Direction	3	0	4	GİT-202	Visual Design History I	2	0	4	
GİT-203	Video Shooting Applications	2	2	4	GİT-204	Basic Fiction	2	2	4	
GİT-205	Visual Culture and Aesthetics	2	0	4	GİT-206	Printing Technologies	1	2	3	
GİT-207	Broadcast Graphic Design-I	2	4	5	GİT-208	Broadcast Graphic Design-II	2	4	5	
GİT-209	Typography-I	2	4	4	GİT-210	Digital Photography	2	2	4	
ILT-108	Basic Photography	3	0	3	GİT-212	Typography-II	2	2	4	
	Elective Course	-		3		Elective Course			3	
	Elective Course			3		Elective Course			3	
Semester 5					Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT-301	Communication theories	3	0	4	GİT-302	Communication Law	3	0	4	
GİT-303	New Media Technologies	3	0	3	GİT-304	Art Analysis; Theory and Criticism	3	0	4	
GİT-305	Visual Design History II	2	0	4	GİT-306	Visual Semiotics	2	0	4	
GİT-307	3d Graphics Animation I	2	2	4	GİT-308	3D Graphics Animation II	2	2	4	
GİT-309	Web Design I	2	2	4	GİT-310	Web Design II	2	2	4	
GİT-311	Visual Communication Workshop I	2	2	5	GİT-312	Visual Communication Workshop I	2	2	4	
	Elective Course	-		3		Elective Course	-		4	
	Elective Course	-		3		Elective Course	-		3	
						Elective Course	-		3	
Semester 7					Semester 8					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT-401	Graduation Project I	2	3	14	GİT-402	Graduation Project II	2	6	14	
GİT-403	Protection of Intellectual and Artistic Works	2	0	3	GİT-404	Portfolio Design	1	2	7	
GİT-405	Internet Publishing	2	0	4		Elective Course	-		4	
	Elective Course			4		Elective Course	-		10	
	Elective Course			3		Elective Course	-		3	
	Elective Course			3		Elective Course			4	
	Elective Course			3						

U16 BAŞKENT ÜNİVERSİTESİ (ANKARA)										
Semester 1					Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT101	Introduction to Communication Science	2	-	3	GİT112	Digital Design II	2	4	7	
GİT111	Digital Design I	2	4	7	GİT114	Introduction To Visual Communication	3	-	3	
GİT113	Basic Design Studio I	2	2	5	GİT116	Basic Design Studio II	2	2	5	
GİT115	Drawing	2	2	5	GİT118	Basic Photography	1	2	3	
GİT117	Civilization and Art History	3	-	3	GİT120	Aesthetics	2	-	2	
İNGL101	English I	4	-	5	GİT122	Communication Philosophy	3	-	3	
TÜRK101	Turkish I	2	-	2	İNGL102	English II	4	-	5	
					TÜRK102	Turkish II	2	-	2	
Semester 3					Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
ATA201	Atatürk's Principles And The Hist. Of The Turkish Revolution I	2	-	2	ATA202	Atatürk's Principles And The Hist. Of The Turkish Revolution II	2	-	2	
GİT201	Typography	2	2	4	GİT202	Digital Typography	2	2	5	
GİT209	Brand Communication And Design	2	2	4	GİT210	Internship I	-	4	3	
GİT211	Digital Photography	2	2	5	GİT214	Illustration	2	2	4	
GİT213	Digital Design III	2	2	5	GİT216	Movie Design I	2	2	4	
GİT217	Communication Sociology	3	-	3	GİT218	Digital Design IV	2	2	4	
GİT219	New Media	2	-	2	GİT220	Digital Media Strategies	3	-	3	
İNGL201	English III	4	-	5	İNGL202	English IV	4	-	5	
Semester 5					Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT001	Elective Course	2	2	5	GİT004	Elective Course	2	2	5	
GİT002	Elective Course	2	2	5	GİT005	Elective Course	2	2	5	
GİT014	Elective Course	3	-	4	GİT015	Elective Course	3	-	4	
GİT305	Digital Media Design Practices I	2	2	5	GİT304	Digital Media Design Practices II	2	2	4	
GİT319	Sound in Visual Communication	2	2	5	GİT306	Information Design	2	2	4	
GİT329	Movie Design II	2	2	6	GİT322	Internship II	-	2	2	
					GİT326	Internet And Interface Design I	2	2	6	
Semester 7					Semester 8					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT016	Elective Course	3	-	4	GİT010	Elective Course	2	2	5	
GİT019	Elective Course	2	2	5	GİT011	Elective Course	2	2	5	
GİT020	Elective Course	2	2	5	GİT017	Elective Course	3	-	4	
GİT405	Visual Communication Project I	2	4	8	GİT018	Elective Course	3	-	4	
GİT407	Packaging Design	2	2	4	GİT404	Portfolio Design And Presentation Tech.	2	2	5	
GİT441	Internet And Interface Design II	2	2	4	GİT420	Visual Communication Project II	2	4	7	

U17		BEYKENT ÜNİVERSİTESİ (İSTANBUL)										
Semester 1					Semester 2							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
14100000001101	Academic and Social Orientation	1	0	1	211000000001112	Basic Art Education II	2	2	6			
210022400001105	History of Art and Design	3	0	6	214000000001104	Life Drawing	2	2	5			
211000000001111	Basic Art Education I	2	2	5	214000000001140	Principles of Design	2	0	4			
214000000001103	Introduction to Pattern Techniques	2	2	5	222000000001101	Critical Reading and Writing in English	4	0	4			
214032002261193	Career Planning and Introduction to Communication and Design	2	0	3	224031300001132	Formation of The Modern World	2	0	6			
310022000001101	Introduction to Social Sciences	2	0	6	380022600001101	Fundamentals of Law	2	0	5			
SEC_1_1	1 th Semester Elective Course Group 1	-		4								
Semester 3					Semester 4							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
210022400001115	Introduction to Art Theory	2	0	4	210022003101403	Critical Analysis of Art Work	2	0	4			
213031100001308	Visual Perception	3	0	6	211022600001202	Introduction to Doing Research in Media Arts and Sciences	2	0	6			
214048200001115	Computer Aided Graphic Design	2	2	5	213032000001223	Photography Techniques	2	1	6			
214048200001307	Typography	2	0	5	222022300001108	Mythology	2	0	6			
223000000001101	Critical Reading and Writing in Turkish	4	0	4	224031300001101	Ataturk s Principles and History of Turkish Revolution and Establishment of Modern Turkey	4	0	4			
342032000001313	Advertising	3	0	6		Elective Course			4			
Semester 5					Semester 6							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
212022003121305	Theories of Contemporary Art	2	0	4	100000000001401	Internship I	0	0	5			
213032003121314	Visual Culture	2	0	5	213032000001209	Multimedia Publishing	2	1	5			
213048203201108	Video and Sound Editing	1	2	5	214000000001342	3D Design II	2	2	5			
214000000001341	3D Design I	2	2	6	223000000001431	Text Writing	2	1	5			
312000000001209	Mass Communication Theories	4	0	6	226021000001303	Aesthetics and the Philosophy of Art	2	0	6			
	Elective Course			4		Elective Course			4			
Semester 7					Semester 8							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
	Elective Course	-		4	100000000001402	Internship II	0	0	5			
	Elective Course	-		5	213032000001416	Multimedia Applications	1	2	5			
	Elective Course	-		5		Elective Course			4			
	Elective Course	-		5		Elective Course			4			
	Elective Course	-		5		Elective Course			5			
	Elective Course	-		6		Elective Course			7			

U18		DOĞUŞ ÜNİVERSİTESİ (İSTANBUL)									
Semester 1					Semester 2						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
ASO 101	Academic and Social Orientation	1	0	1	GİT 114	World Cinema	2	0	6		
BİM 201	Information Technologies	2	1	4	İNG 203	Critical Reading and Writing in English	4	0	4		
GİT 109	Visual Language	3	0	6	PSİ 282	Introduction to Social Psychology	2	0	4		
KRP 101	Career Planning	1	0	2	RES 132	Drawing II	0	4	6		
RES 131	Drawing I	0	4	4	STR 102	History Of Art II	2	0	4		
STR 101	History Of Art I	2	0	4	TAS 108	Art and Design Education II	2	2	6		
TAS 107	Art and Design Education I	2	2	5							
TÜRK 103	Critical Reading and Writing in Turkish	4	0	4							
Semester 3					Semester 4						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT 201	Design On Computer I	1	2	5	GİT 202	Design On Computer II	1	2	5		
GİT 221	Camera Usage Techniques	2	2	6	GİT 230	Editing	2	2	9		
GİT 225	Turkish Cinema	2	0	6	GİT 232	Photography II	2	2	8		
GİT 229	Scripting	3	0	6	GİT 234	Television Journalism	2	2	8		
GİT 231	Photography I	2	2	3							
TAR 203	Principles of Atatürk and Formation of Modern Turkey	4	0	4							
Semester 5					Semester 6						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT 305	Two-Dimensional Design	2	2	5	GİT 001	Internship	0	0	5		
GİT 333	Advertising And Visual Perception Management	2	2	2	GİT 308	Multimedia	2	0	2		
GİT 345	Short Film	3	0	3	GİT 342	Documentary Film	3	0	5		
GRA 361	User Interface Design I	3	0	5	GRA 362	User Interface Design II	3	0	5		
İLB 241	Communication Theories	3	0	6	İNG 400	Business English	2	0	4		
	Elective Course			5		Elective Course			4		
	Elective Course			4		Elective Course			5		
Semester 7					Semester 8						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT 429	Production Methods in Communication I	3	0	8	GİT 428	Television Program Production	2	2	3		
GİT 493	Visual Communication Design	3	2	8	GİT 430	Production Methods in Communication II	3	0	6		
SEC V	Elective Course	-		5	GİT 492	Graduation Project	2	2	7		
SEC VI	Elective Course	-		5	SEC VII	Elective Course	-		5		
	Elective Course			4	SEC VIII	Elective Course	-		5		
						Elective Course			4		

U19 HALIÇ ÜNİVERSİTESİ (İSTANBUL)										
Semester 1					Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
ATA101	Atatürk İlkeleri ve İnkılap Tarihi I	2	0	2	ATA102	Atatürk İlkeleri Ve İnkılap Tarihi II	2	0	2	
GİT111	İletişim Bilimine Giriş	3	0	5	GİT112	Temel Tasarım	1	2	6	
GİT113	Siyaset Bilimine Giriş	3	0	5	GİT114	Modern Dönemde Sanat	3	0	6	
GİT115	Görsel İletişim Tasarımına Giriş	3	0	6	GİT116	Medya Tarihi	3	0	6	
GİT117	Hukuka Giriş	3	0	5	GİT118	Ekonomi	3	0	5	
HLC101	Kariyer Planlama	2	0	2	İNG102	İngilizce II	3	0	3	
İNG101	İngilizce I	3	0	3	TDB102	Türk Dili II	2	0	2	
TDB101	Türk Dili I	2	0	2						
Semester 3					Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT211	İletişim Sosyolojisi	3	0	5	GİT212	Tipografi	1	2	5	
GİT213	Araştırma Yöntemleri	3	0	5	GİT214	İletişim Kuramları	3	0	6	
GİT215	Temel Fotoğraf	1	2	5	GİT216	Web Tasarım	1	2	5	
GİT217	Grafik Tasarım	1	2	5	GİT218	Animasyon	1	2	5	
	Elective Course			5		Elective Course			4	
	Elective Course			5		Elective Course			5	
Semester 5					Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT311	Dijital Medya Stüdyosu	1	2	5	GİT312	Sanat Kuramları	3	0	5	
GİT313	Görsel Kültür	3	0	6	GİT314	Arayüz Tasarımı	1	2	6	
GİT315	Kurgu	1	2	5	GİT316	Staj	0	0	5	
GİT317	Mesleki İngilizce I	3	0	5	GİT318	Mesleki İngilizce II	3	0	5	
	Elective Course			4		Elective Course			4	
	Elective Course			5		Elective Course			5	
Semester 7					Semester 8					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
GİT411	Multimedya Uygulamaları I	1	2	6	GİT412	Multimedya Uygulamaları II	1	2	6	
GİT413	Dijital İllüstrasyon	1	2	5	GİT414	Girişimcilik	3	0	5	
GİT415	Dijital Medya Okuryazarlığı ve Etik	3	0	5	GİT416	Bitirme Projesi	1	2	5	
GİT417	Reklam Tasarımı ve Uygulamaları	1	2	5	GİT418	Dijital Pazarlama	1	2	5	
GİT419	Reklam ve İkna	3	0	4	ADISI8YY	Elective Course			4	
AICI7YY	Elective Course			5	AICI8YY	Elective Course			5	

U20 HASAN KALYONCU ÜNİVERSİTESİ (GAZİANTEP)									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT101	İletişim Bilimlerine Giriş	2	0	3	GİT102	İletişim Kuramları	2	0	2
GİT103	Temel Bilgi Teknolojileri	1	1	3	GİT104	Temel Bilgisayar Bilimleri	1	1	3
GİT105	Temel Sanat Eğitimi 1	0	4	4	GİT116	Temel Sanat Eğitimi 2	0	4	4
GİT107	Sanat Tarihi	2	0	3	GİT108	Görsel Kültür	2	1	3
GİT109	Görme Bıçimleri	2	2	4	GİT106	İletişim Bilimlerinde Araştırma Yön.	2	0	3
GİT120	Desen 1	2	2	3	GİT114	Kreatif Yazarlık	1	2	2
GİT112	Görüntü Okuma	2	1	2	GİT221	Mitoloji	2	0	2
İNG101	İngilizce 1	2	2	3	İNG102	İngilizce 2	2	2	3
TÜR101	Türk Dili Ve Edebiyatı	2	0	2	TÜR102	Türk Dili Ve Edebiyatı 2	2	0	2
SSP101	Sosyal Sorumluluk Projeleri	2	0	2	GİT113	Görsel Anlatı	2	1	3
İNT100	Üniversite Hayatına Giriş	1	0	1	GİT111	Desen 2	2	2	3
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT201	Görsel İletişim Tasarımı Stüdyosu 1	2	4	4	GİT202	Görsel İletişim Tasarımı Stüdyosu 2	2	4	4
GİT203	Bilgisayar Destekli Grafik Tasarımı 1	0	4	3	GİT204	Bilgisayar Destekli Grafik Tasarımı 2	0	4	3
GİT205	Temel Fotoğrafçılık	2	2	3	GİT206	Dijital Fotoğrafçılık	2	2	3
GİT207	Semiyoloji	2	0	2	GİT208	Bütünleşik Pazarlama İletişimi	2	0	2
GİT209	İletişim Sosyolojisi	3	0	3	GİT210	Grafik-Animasyon	1	2	2
GİT211	Haber Toplama Ve Yazma Teknikleri	1	2	2	AIİT202	Atatürk İlke Ve İnkılap Tarihi 2	2	0	2
GİT212	Medya Tarihi	2	0	2	GİT423	Kurgu	2	2	5
GİT431	Senaryo	2	2	4	GİT401	İletişim Hukuku	2	0	2
AIİT201	Atatürk İlke Ve İnkılap Tarihi 1	2	0	2	GİT299	Staj 1	0	0	2
	Elective Course			5		Elective Course			5
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT350	Marka Yönetimi	2	0	2	GİT302	Medya İşletmeciliği Ve Girişimcilik	2	0	3
GİT303	Web Tasarımı 1	1	2	4	GİT304	Web Tasarımı 2	1	2	4
GİT311	Diplomasi Haberciliği	1	2	3	GİT306	Medya Ve Etik	2	0	2
GİT428	Kısa Film	2	2	3	GİT308	Yeni Medya Haberciliği	2	2	3
GİT324	Sosyal Medya	2	2	3	GİT310	Tv'de Kayıt Ve Montaj	2	2	3
	Elective Course			5	GİT309	Tv'de Yapım Ve Yönetim	1	2	2
	Elective Course			5	GİT399	Staj 2			3
	Elective Course			5		Elective Course			5
						Elective Course			5
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT497	Bitirme Projesi 1	2	8	10	GİT498	Bitirme Projesi 2	2	8	10
GİT409	Halk Bilimi 1	2	0	4	GİT410	Halk Bilimi 2	2	0	4
GİT115	Sinai Haklar,Fikri Mülkiyet Hakları	2	0	3	GİT406	Retorik	2	1	3
	Elective Course			5		Elective Course			5
	Elective Course			5		Elective Course			5
	Elective Course			3		Elective Course			3

U21		IŞIK ÜNİVERSİTESİ (İSTANBUL)									
Semester 1					Semester 2						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
CORE 0103	Türkçe I	2	0	2	CORE 0104	Türkçe II	2	0	2		
CORE 0101	Türkiye Cumhuriyeti Tarihi I	2	0	2	CORE 0102	Türkiye Cumhuriyeti Tarihi II	2	0	2		
ENGL 1201	Akademik İngilizce I	3	1	4	ENGL 1202	Akademik İngilizce II	3	1	4		
ORDE 0201	Doğa, Bilim, İnsan I	3	0	5	ORDE 0202	Doğa, Bilim, İnsan II	3	0	5		
ORDE 0301	Sayılar, Formüller, İnsan I	3	0	5	ORDE 0106	Kariyer Planlama	0	1	1		
ORDE 0105	Oryantasyon	0	1	1	ORDE 0402	Etik, Hukuk, Toplum	2	0	3		
ORDE 0501	Sanat, Toplum, İnsan	2	0	3	ORDE 0401	Toplum, Bilim ve İnsan	3	0	4		
ORDE 0108	Büyük Eserler	2	0	3	SİNE 1111	Temel Fotografi	3	0	5		
GİTA 1109	Görsel İletişim Tasarımına Giriş	3	0	4	GİTA 1110	Desen	3	1	5		
Semester 3					Semester 4						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİTA 1901	Temel Grafik Tasarım I	3	1	6	GİTA 1902	Temel Grafik Tasarım II	3	1	6		
GİTA 1105	Bilgisayarda Temel Tasarım I	3	0	5	GİTA 1106	Bilgisayarda Temel Tasarım II	3	0	5		
GİTA 2101	Tipografi I	3	1	5	GİTA 2102	Tipografi II	3	1	5		
GÖRS 3351	Modern Dönemde Sanat	3	0	5	GİTA 2203	Göstergebilim	3	0	5		
GİTA 2106	Tasarım Tarihi	3	0	5	GİTA 2103	Dijital Medya	3	0	5		
ORDE 0107	Yaratıcı Düşünme ve Problem Çözme	1	1	3	GİTA 2108	İllustrasyon	3	0	5		
Semester 5					Semester 6						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİTA 2901	Proje I	3	3	6	GİTA 2902	Proje II	3	3	6		
GİTA 3105	Hareketli Grafik Tasarım I	3	0	4	GİTA 3106	Hareketli Grafik Tasarım II	3	0	4		
GİTA 3104	3D Modelleme ve Animasyon	3	0	4	GİTA 3103	Kullanıcı Arayüz Tasarımı	3	0	5		
	Elective Course			5		Elective Course			5		
	Elective Course			5		Elective Course			5		
	Elective Course			5		Elective Course			5		
GİTA 3911	Sektör Stajı I			1							
Semester 7					Semester 8						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİTA 3901	Proje III	3	3	7	GİTA 4990	Bitirme Projesi	3	3	9		
GİTA 4101	Proje Geliştirme ve Uygulama	3	0	5	GİTA 4102	Portfolyo Tasarımı	3	0	5		
GİTA 4105	İnteraktif Medya Tasarımı	3	0	4		Elective Course			5		
GİTA 4103	Tasarım ve Girişimcilik	3	0	4		Elective Course			5		
	Elective Course			5		Elective Course			5		
	Elective Course			5							
GİTA 4911	Sektör Stajı II			1							

U22		İSTANBUL AREL ÜNİVERSİTESİ												
Semester 1						Semester 2								
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS					
GITL101	Visual Culture	3	0	4	GITL102	Basic Design	1	2	4					
GITL103	Media Aesthetics	3	0	5	GITL104	Photo Technique	2	0	4					
GRFL117	History of Art	2	0	4	GITL108	layout	2	0	5					
ORTL101	Introduction to Higher Education and Career Planning	1	0	1	GZTL112	Contact History	2	0	4					
ORTL161	Principles of Atatürk and History of Reforms-I	2	0	2	ORTL261	Principles of Atatürk and History of Reforms-II	2	0	2					
ORTL171	Turkish Language-I	2	0	2	ORTL271	Turkish Language-II	2	0	2					
YDLL161	English-I	4	0	4	SOSL111	Sociology	3	0	5					
YMIL101	Media and Cultural Studies	2	0	4	YDLL162	English-II	4	0	4					
YMIL111	Login to Contact	2	0	4										
Semester 3						Semester 4								
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS					
GITL201	Visual Perception and Design	2	0	4	GITL202	Typography II	1	2	6					
GITL203	Typography I	3	0	5	GITL204	Image Processing Techniques II	3	0	6					
GITL205	Graphic Design	1	2	5	HIRL102	Introduction to Advertising	3	0	4					
GITL207	Image Processing Techniques I	1	2	5	MBBL061	Applications of Information Technologies	2	0	2					
GITL209	Illustration	3	0	5	YMIL202	Communication Theories	3	0	4					
STVL209	Sight and sound Techniques	2	0	4	YMIL204	New Media	3	0	5					
						Elective Course			3					
Semester 5						Semester 6								
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS					
GITL301	Web designing	1	2	4	GITL302	3D Desing-II	1	2	4					
GITL303	3D Desing-I	1	2	3	GITL306	Corporate Identity Design	1	2	6					
ORTL301	Competency Development	1	0	1	GITL308	Semiotics	2	0	4					
STVL303	Editing Techniques	1	2	4		Elective Course	-	-	5					
YMIL301	Method in Communication Studies	2	0	5		Elective Course	-	-	5					
	Elective Course			5		Elective Course	-	-	3					
	Elective Course			5		Elective Course	-	-	3					
	Elective Course			3										
Semester 7						Semester 8								
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS					
GITL401	Graduation Project-I	3	0	5	GITL404	Motion Graphics	1	2	6					
GITL403	3D Desing-III	1	2	5	GZTL402	Graduation Project-II	3	0	5					
	Elective Course			5	GZTL406	Internship			8					
	Elective Course			5		Elective Course			5					
	Elective Course			5		Elective Course			5					
	Elective Course			5		Elective Course			1					

U23		İSTANBUL AYDIN ÜNİVERSİTESİ										
Semester 1					Semester 2							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
Ata101	Atatürk's Principles And Revolution History-I	2	0	2	Ata102	Atatürk's Principles And Revolution History-Ii	2	0	2			
Bil101	Information Technology-I	2	0	2	Bil102	Information Technology-Ii	2	0	2			
Grs121	Introduction To Visual Communication	3	0	6	Grs102	Introduction To Design	2	2	4			
Ilf111	Introduction To Communication Sciences	3	0	5	Grs104	Introduction To Art Education	1	2	4			
Ilf131	Sociology Of Communication	3	0	5	Grs106	Art History	2	0	4			
Ing101	English-I	3	0	4	Huk161	Basic Principles Of Law	2	0	4			
Psr193	Introduction To Political Sciences	3	0	4	Ilf132	Communication And Philisophy	3	0	4			
Tur101	Turkish Language-I	2	0	2	Ing102	English-Ii	3	0	4			
					Tur102	Turkish Language-Ii	2	0	2			
Semester 3					Semester 4							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
Eko297	Introduction To Economics	3	0	4	Grs222	Computer Aided Graphics Design Practices	2	2	5			
Grs221	Introduction To Computer Based Graphic Design	2	2	5	Grs224	Computer Aided Writing Design	2	2	4			
Huk221	Communication Law And Intellectual Property Rights	2	0	4	Grs228	Digital Photography	1	1	5			
Ilf213	Media Literacy	2	0	5	Ilf222	Social Psychology	3	0	5			
Ilf231	History Of Communication	2	0	4	Ilf226	Communication Theories	3	0	4			
Ilf235	Research Methods In Communication	2	0	5	Ilf232	Political Communication	2	0	4			
	Elective Course			3		Elective Course			3			
Semester 5					Semester 6							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
Grs379	Web Design	2	2	5	Grs302	Semiotics	1	2	5			
Grs381	Desktop Publishing	2	2	5	Grs378	Animated Image	2	2	5			
Grs383	3d Design	2	2	5	Grs380	Applied Dijital Design	2	2	5			
Yum301	Work Placement I	0	0	4	Yum302	Work Placement-Ii	0	0	4			
	Elective Course			4		Elective Course			4			
	Elective Course			4		Elective Course			4			
	Elective Course			3		Elective Course			3			
Semester 7					Semester 8							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
Gri401	Entrepreneurship	2	0	2	Grs476	Communication Design and Ethics	2	0	4			
Grs405	Oyunlaştırma Ve Etkileşimli Tasarım	1	2	6	Ilf411	Graduation Project	3	0	6			
Ilf404	Work Health And Safety	2	0	2		Elective Course			5			
Yum401	Work Placement Iii	0	0	4		Elective Course			5			
	Elective Course			4		Elective Course			5			
	Elective Course			4		Elective Course			5			
	Elective Course			4		Elective Course			5			
	Elective Course			4								

U24 İSTANBUL BİLGİ ÜNİVERSİTESİ									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
VCD 101	Visual Perception I	4	0	6	VCD 102	Visual Perception II	4	0	6
VCD 147	Basic Design I	4	0	6	VCD 148	Basic Design II	4	0	6
VCD 151	Fundamentals of Digital Media	3	0	6	VCD 152	Fundamentals of 3D Design	3	0	6
VCD 179	Images, Sounds, Cultures	3	0	5	VCD 180	Introduction to Design Studies	3	0	5
VCD/E 179	English for Academic Purposes I	4	0	3	VCD/E 180	English for Academic Purposes II	4	0	3
HTR 111	History of Turkish Revolution I	2	0	2	HTR 112	History of Turkish Revolution II	2	0	2
TK 103	Turkish Language I	2	0	2	TK 104	Turkish Language II	2	0	2
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
VCD 222	Typography I	4	0	6	Course Code	Course Name			ECTS
VCD 225	Design Ethics	3	0	6	VCD 223	Typography II	3	0	6
VCD 331	Publication Design	3	0	6	VCD 244	Photography and Video	3	0	6
VCD 411	3D Computer Graphics	3	0	6	VCD 293	Design By Code	3	0	6
	Elective Course			6	VCD 324	Brand and Identity Design	3	0	6
						Elective Course			6
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
VCD 203	Concept Development for Design	3	0	6	VCD 292	Interface and Interaction Design	3	0	6
VCD 322	Experience Design in Digital Media	3	0	6	VCD 332	Urban Graphics	3	0	6
VCD 334	Information Design	3	0	6	VCD 372	Motion Graphics	3	0	6
	Elective Course			6		Elective Course			6
	Elective Course			6		Elective Course			6
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
VCD 421	Senior Project I	4	0	12	VCD 422	Senior Project II	4	0	12
VCD 425	Project Writing and Planning	3	0	6	VCD 451	Project Development and Exhibition	3	0	6
	Elective Course			6		Elective Course			6
	Elective Course			6		Elective Course			6

U25 İSTANBUL GEDİK ÜNİVERSİTESİ									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
ATA101	Ataturk's Principles and History I	2	0	2	ATA102	Ataturk's Principles and History II	2	0	2
GİT101	Introduction To Communication	3	0	3	GİT100	Introduction to Computing	3	0	3
GİT105	Humanities I	3	0	3	GİT106	Humanities II	3	0	3
GİT121	Basic Design I	3	4	10	GİT118	Visual Culture	3	0	3
GİT127	History of Art I	3	0	4	GİT120	Digital Design I	2	2	4
GİT129	Introduction to Visual Communication Design	3	0	4	GİT128	History of Art II	3	0	4
ING101	English I	2	0	2	GİT130	Basic Design II	3	4	7
TUR101	Turkish Language and Literature I	2	0	2	ING102	English II	2	0	2
					TUR102	Turkish Language and Literature II	2	0	2
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT203	Web Design	2	2	6	GİT202	Basics of 3D Design	2	0	4
GİT205	Typography	2	2	6	GİT204	2D Animation	2	0	4
GİT219	Digital Design II	2	2	6	GİT206	Web Design	2	2	6
GİT227	English for Communication	2	0	2	GİT214	İllüstrasyon	2	0	4
GİT229	History of Graphic Art I	2	0	4	GİT220	Photograph II	2	0	4
GİT231	Photograph I	2	0	6	GİT232	Desktop Publishing	2	0	4
					GİT234	Araştırma Metodları ve Veri Analizi	2	0	4
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT301	Introduction to Digital Video	2	2	4	GİT304	3D Animation	2	2	4
GİT305	Workshop I	2	2	6	GİT306	Workshop II	2	2	6
GİT327	INTERFACE DESIGN	2	2	4	GİT308	Dijital Video	2	2	4
	Elective Course			4		Elective Course			4
	Elective Course			4		Elective Course			4
	Elective Course			4		Elective Course			4
	Elective Course			4		Elective Course			4
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT405	3D Visualizational Animation	2	2	4	GİT417	3D Character Design II	2	2	5
GİT421	Project I	2	2	10	GİT422	Project II	2	2	7
	Elective Course			4		Elective Course			4
	Elective Course			4		Elective Course			6
	Elective Course			4		Elective Course			4
	Elective Course			4		Elective Course			4

U26		İSTANBUL MEDIPOL ÜNİVERSİTESİ												
Semester 1					Semester 2									
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS					
GIT1140840	Design Talks I	2	0	2	GIT1240870	Creative Drawing Ii	2	2	5					
GIT1140850	Basic Interaction Patterns	2	0	2	GIT1240880	Digital Design Tools Ii	2	2	4					
GIT1140860	Design And Psychology	3	0	3	GIT1240890	History Of Visual Communication Design	2	0	2					
GIT1182130	Creative Drawing I	2	2	5	GIT1240910	Design Talks Ii	2	0	2					
GIT1182140	Digital Design Tools I	2	2	4	GIT1240920	Basic Sociology For Designers	2	0	2					
GIT1124040	History Of Art	2	0	2	GIT1224070	Introduction To Design Ii	2	6	6					
GIT1124490	Introduction To Design I	2	6	6	GIT1224090	Design Fundamentals Ii	2	4	5					
GIT1124510	Design Fundamentals I	2	4	5	İNG1211700	English Ii	3	0	4					
İNG1111600	English I	3	0	4	TDL1220000	Turkish Language Ii	2	0	2					
TDL1110200	Turkish Language I	2	0	2										
Semester 3					Semester 4									
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS					
GIT2140990	Design Research And Theory	2	2	4	GIT2212566	Design And Dijital Era	2	0	2					
GIT2152360	Visual Communication Design Studio I	2	6	8	GIT2258250	Typography Ii	2	2	4					
GIT2158140	Philosophy For Designers	3		3	GIT2258260	Interactive Media Design Ii	2	2	4					
GIT2158160	Typography I	2	2	4	GIT2258270	Basic Photography	2	2	4					
GIT2158180	Illustration	2	2	4	GIT2259970	Visual Communication Design Studio II	2	6	8					
GIT2158190	Interactive Media Design I	2	2	4	GIT2241140	Internship I			4					
GIT2114701	Creative Drama And Interaction	3	0	3		Elective Course			3					
	Elective Course			3										
Semester 5					Semester 6									
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS					
GIT3168670	Visual Communication Design Studio Iii	2	6	8	GIT3214769	Advanced Programming	2	2	4					
GIT3168680	Information Visualization	2	2	4	GIT3268790	Visual Communication Design Studio Iv	2	6	8					
GIT3168690	Semiotics	2		2	GIT3268810	Service Design	2	2	4					
GIT3168820	Introduction To Programming	2	2	4		Elective Course			4					
	Elective Course			3		Elective Course			3					
	Elective Course			3		Elective Course			3					
	Elective Course			3		Elective Course			4					
	Elective Course			3										
Semester 7					Semester 8									
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS					
GIT4112567	Environmental Design	2	4	8	GIT4211455	Media and Communication	3		3					
GIT4112568	Preparation for Graduation Project	3		5	GIT4212569	Graduation Project	0	8	12					
GIT4112569	Graduation Project	0	8	12	ATA4210000	History of The Turkish Republic II	2	0	2					
ATA4110800	History of The Turkish Republic I	2	0	2		Elective Course			4					
	Elective Course			3										

U27 İSTANBUL OKAN ÜNİVERSİTESİ										
Semester 1					Semester 2					
Code	Course Title	T	A	ECTS	Code	Course Title	T	A	ECTS	
GİT105	Colour 1	2	0	2	GSF 102	Colour 2	2	0	2	
GSF 111	Drawing 1	1	2	4	GSF 112	Drawing 2	1	2	3	
GSF 121	2 Dimensional Design 1	1	2	4	GSF 122	2 Dimensional Design 2	1	2	3	
GSF 131	3 Dimensional Design 1	1	2	4	GSF 132	3 Dimensional Design 2	1	2	3	
GSF 151	History of Art 1	2	0	2	GSF 152	History of Art 2	2	0	2	
TRD 101	Turkish 1	2	0	2	TRD 102	Turkish 2	2	0	2	
ATA 101	History of Turkish Republic 1	2	0	2	ATA 102	History of Turkish Republic 2	2	0	2	
	El Foreign Language / Uni Elective Courses	2	2	4		El. Foreign Language/ Uni Elective Courses	2	2	4	
	Elective Course	2	0	4		Elective Course		2	2	
GİT107	"photography techniques"	2	0	2	GSF198	Aesthetics and Philosophy of Arts	2	0	2	
					CLP001	Career and Life Planning	0	2	3	
Semester 3					Semester 4					
Code	Course Title	T	A	ECTS	Code	Course Title	T	A	ECTS	
GİT253	Introduction to Visual Communication Design	3	0	4	GİT212	New Media Art	2	0	4	
GİT217	Computer Aided Design 1	1	2	4	GİT218	Computer Aided Design 2	1	2	4	
GİT219	Graphic Design 1	1	2	4	GİT220	Graphic Design 1	1	2	4	
GİT221	Typography 1	1	2	4	GİT222	Typography 1	1	2	4	
GİT237	Media and Communication Theories 1	2	0	4	GİT238	Media and Communication Theories 2	2	0	4	
	"Elective Foreign Language "	2	0	4		Elective Foreign Language	2	0	4	
	Elective Course					Elective Course				
	Elective Course	1	2	4		Elective Course	1	2	4	
	Elective Course	2	0	2		Elective Course	2	0	2	
Semester 5					Semester 6					
Code	Course Title	T	A	ECTS	Code	Course Title	T	A	ECTS	
GİT321	Concept Improvement 1	2	0	4	GİT322	Concept Improvement 2	2	0	4	
GİT317	Image aesthetics 1	1	2	4	GİT320	Gender And Design	1	2	4	
GİT355	20th and 21st Century Art 1	3	0	2	GİT356	20th and 21st Century Art 2	3	0	2	
GİT349	Photography Atelier 1	3	0	2	GİT350	Photography Atelier 2	3	0	2	
GİT343	Web Design 1	3	0	4	GİT344	Web Design 2	3	0	4	
	Departmental Compulsory Elective	2	2	4		Elective Course	2	2	4	
	" Departmental Elective "	1	2	4		Elective Course	1	2	4	
STJ001	Internship 1	0	0	4		Elective Course	1	2	2	
	Elective Course	1	2	2	STJ002	Internship 2	0	0	4	
						Prep. Graduation	0	0	0	
Semester 7					Semester 8					
Code	Course Title	T	A	ECTS	Code	Course Title	T	A	ECTS	
GİT461	Project	2	2	5	GİT418	Graduation Project	0	2	16	
GİT443	Web Design 3	1	2	2	GİT420	Portfolio Design	3	0	6	
GİT413	Project Development and Presentation Technics	2	0	3	GİT446	Multimedia Atelier 2	2	2	4	
GİT439	Sociology of Art	2	0	3		Elective Course	1	2	4	
GİT445	Multimedia Atelier 1	2	2	4						
	Elective Course	2	2	4						
	Elective Course	1	2	4						
STJ005	Internship 3	0	0	2						
ISLT222	Entrepreneurship Application	2	0	3						

U28		İSTANBUL SABAHATTİN ZAİM ÜNİVERSİTESİ										
Semester 1					Semester 2							
Code	Course Title	T	A	ECTS	Code	Course Title	T	A	ECTS			
GİT 103	Introduction Visual Arts	3	0	5	GİT 108	Basic Art Education II	3	0	5			
GİT 107	Basic Art Education I	3	0	5	GİT 110	Analytical Drawing Practices	3	0	5			
GİT 109	Introduction to Visual Communication Design	3	0	5	GİT 114	Media and Communication	3	0	5			
	IZU Common Elective	2	0	3		IZU Common Elective	2	0	3			
SOS 101	Introduction to Sociology	3	0	5	POL 112	Introduction to Political Science	3	0	5			
TUR 101	Turkish Language I	2	0	3	TUR 102	Turkish Language II	2	0	3			
YDL 101	English I	3	0	4	YDL 102	English II	3	0	4			
Semester 3					Semester 4							
Code	Course Title	T	A	ECTS	Code	Course Title	T	A	ECTS			
ATA 101	Ataturk's Principles and History of Turkish Revolution I	2	0	3	ATA 102	Ataturk's Principles and History of Turkish Revolution II	2	0	3			
GİT 209	Typography I	3	0	5	GİT 210	New Media	3	0	4			
GİT 211	Illustration	3	0	5	GİT 212	Typography II	3	0	5			
GİT 213	Traditional Turkish Arts	3	0	5	GİT 214	Sociology of Art	3	0	5			
GİT 215	Semiotics	3	0	4	GİT 218	Graphic Design II	3	0	5			
GİT 217	Graphic Design I	3	0	5	GİT 220	Film Theory and Film Analysis	3	0	5			
	Elective Course	2	0	3		Elective Course	2	0	3			
Semester 5					Semester 6							
Code	Course Title	T	A	ECTS	Code	Course Title	T	A	ECTS			
	Elective Course	3	0	5		Elective Course	3	0	5			
	Elective Course	3	0	5		Elective Course	3	0	5			
GİT 315	Animation Techniques I	2	0	3	GİT 316	Brand and Image Design	3	0	5			
GİT 319	Research Methods I	3	0	5	GİT 318	Animation Techniques II	2	0	3			
GİT 321	Experimental Printmaking	3	0	5	GİT 320	Media Ethics	3	0	4			
GİT 325	Sociology of Communication	3	0	4	GİT 326	Research Methods II	3	0	5			
	Elective Course	2	0	3		Elective Course	2	0	3			
Semester 7					Semester 8							
Code	Course Title	T	A	ECTS	Code	Course Title	T	A	ECTS			
	Elective Course	3	0	5		Elective Course	3	0	5			
	Elective Course	3	0	5		Elective Course	3	0	5			
	Elective Course	3	0	5		Elective Course	3	0	5			
GİT 417	Free Visual Experience I	3	0	5	GİT 408	Art Criticism	3	0	5			
GİT 419	New Media and Interface Design	3	0	5	GİT 418	Free Visual Experience II	3	0	5			
GİT 431	Graduation Project I	2	0	5	GİT 432	Graduation Project II	2	0	5			

U29		İSTANBUL TİCARET ÜNİVERSİTESİ										
Semester 1					Semester 2							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
LNG101	General English 1	2	0	2	LNG102	General English 2	2	0	2			
GNL101	Ataturk's Principles and Histo	2	0	2	GNL102	Ataturk's Principles and Histo	2	0	2			
GNL105	Turkish Language 1	2	0	2	GNL106	Turkish Language 2	2	0	2			
GIT161	Graphic Design Applications 1	2	2	6	GIT162	Graphic Design Applications 2	2	2	6			
ILF119	Introduction to Communication Sciences	3	0	5	ILF340	Philosophy of Communication	3	0	3			
GIT171	Basic Photography 1	2	2	6	GIT106	Basic Photography 2	2	2	6			
GIT101	Forms of Basic Expressio	3	0	4	GIT182	Classic Narrative Cinema	3	0	4			
GIT112	Introduction to Cinema	2	0	3	ILF121	Communication and Media History	3	0	5			
Semester 3					Semester 4							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
GIT132	Film Theory	3	0	5	GIT204	Film Making and Directing	1	2	6			
GIT205	Camera and Editing	2	2	6	MIS326	Digital Culture	3	0	4			
GIT233	Script Writing Techniques	3	0	4	GIT224	Directing of Photography	1	2	6			
GIT263	Classical Turkish Cinema	3	0	5	GIT264	Documentary Film	3	0	4			
	Elective Course			5		Elective Course			5			
	Elective Course			5		Elective Course			5			
GNL450	Career planning	2	0	0								
Semester 5					Semester 6							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
GIT305	Film Genres	3	0	5	GIT306	Directing of Art	2	2	5			
GIT315	Effective Design 1	2	2	6	GIT316	Effective Design 2	2	2	6			
GIT335	Cinema Movements	3	0	4	GIT386	Avangarde Film	3	0	4			
GNL301	Internship 1			5	GNL302	Internship 2			5			
	Elective Course			5		Elective Course			5			
	Elective Course			5		Elective Course			5			
Semester 7					Semester 8							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
GIT407	Short Film	2	2	7	GIT488	Digital Period Turkish Cinema	3	0	6			
GIT417	Film Criticism	3	0	6	GIT428	Commercial Film Production	2	2	7			
GIT427	Cinema and Literature	3	0	5	GIT497	Children Movies	3	0	5			
	Elective Course			5		Elective Course			5			
	Elective Course			5		Elective Course			5			
	Elective Course			2		Elective Course			2			

U30		İSTANBUL TOPKAPI ÜNİVERSİTESİ													
1. Semester						2. Semester									
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
FCA101	History of Art and Design I	2	0	4	FCA102	History of Art and Design II	2	0	4						
URC101	English	4	0	4	URC102	Turkish Language	4	0	4						
VCD109	Basic Design I	4	2	10	URC110	Career Planning	1	0	2						
VCD111	Pattern I	2	1	4	VCD104	Pattern II	2	1	4						
VCD113	Digital Photo and Video I	2	1	4	VCD106	Digital Photography and Video II	2	1	4						
VCD115	Visual Communication and Culture	2	1	4	VCD118	Fundamentals of Visual Communication Design	2	1	4						
					VCD120	Basic Design II	4	2	8						
3. Semester						4. Semester									
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
URC201	Ataturk's Principles and History of Turkish Revolution	4	0	4	FCA202	Media Language	2	0	4						
VCD201	Visual Communication Design Project I	4	2	8	VCD222	Visual Communication Design Project II	4	4	8						
VCD203	Typography	2	1	4	VCD224	Advanced Video Workshop	2	1	5						
VCD205	Advanced Photography Workshop	2	1	5	VCD226	Interface and Interaction Design II	2	3	5						
VCD207	Interface and Interaction Design I	2	1	5	VCD228	Advanced Typography	2	2	4						
VCD209	Visual Communication History	2	0	4		Elective Course			4						
5. Semester						6. Semester									
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
FCA201	Cinema and Venue	2	0	4	VCD302	Visual Communication Design Project IV	4	2	8						
VCD301	Visual Communication Design Project III	4	2	8	VCD304	Animation	2	2	6						
VCD303	Multimedia	2	1	5		Elective Course			4						
VCD305	3D Modeling	2	1	5		Elective Course			4						
	Elective Course			4		Elective Course			4						
	Elective Course			4		Elective Course			4						
7. Semester						8. Semester									
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
VCD401	Visual Communication Design Project V	4	2	9	VCD402	Finishing Project	1	2	8						
VCD421	Internship	0	0	5	VCD404	Portfolio Design	2	2	6						
	Elective Course			4		Elective Course			4						
	Elective Course			4		Elective Course			4						
	Elective Course			4		Elective Course			4						
	Elective Course			4		Elective Course			4						

U31		İSTANBUL YENİ YÜZYIL ÜNİVERSİTESİ										
1. Semester						2. Semester						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
ILF101	Introduction to Communication	3	0	5	ILF102	Research Methods in Social Sciences	3	0	5			
GIT101	Introduction to Visual Communication	3	0	4	ILF114	Social Psychology	3	0	4			
GIT103	Basic Art and Design I	1	2	4	GIT102	Basic Art and Design II	1	2	4			
ILF103	Sociology	3	0	5	HUK150	Basic Law	3	0	4			
ILF105	Basic Concepts of Photography	1	2	3	GIT106	Digital Design	1	2	5			
GIT104	Visual Design Practices	1	2	5	ILF100	History of Civilization	3	0	3			
ENG151	English I	3	0	3	ENG152	English II	3	0	3			
TRD151	Turkish Language I	2	0	2	TRD152	Turkish Language II	2	0	2			
3. Semester						4. Semester						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
GIT201	Graphic Design	1	2	5	GIT202	Typography II	1	2	4			
GIT203	WEB Design	1	2	4	GIT207	Contemporary Art Theories and Movements	2	0	4			
GIT208	History and Evolution of Design	3	0	4	GIT210	Editing and Sound Design	1	2	4			
GIT205	Typography I	1	2	4	GIT302	Design and Creative Thinking	3	0	4			
GIT211	Image Design and Visualization	1	2	4	GIT404	Digital Publishing	1	2	5			
ILF112	Public Sphere and Civil Society	3	0	4	ATA152	Ataturk's Principles and Reforms II	2	0	2			
ATA151	Ataturk's Principles and Turkish Reforms I	2	0	2	ILF204	Advanced English II	3	0	3			
ILF203	Advanced English I	3	0	3		Elective Course						
5. Semester						6. Semester						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
ILF303	Introduction of Professional English I	3	0	3	ILF304	Introduction Professional English II	3	0	3			
GIT301	Multimedia Design	1	2	5	GIT212	Semiotics	3	0	5			
GIT303	3D Graphic Animation I	1	2	5	GIT321	Advertising Design	1	2	4			
ILF308	Work Health and Safety	3	0	5	GIT308	3D Graphic Animation II	1	2	5			
ILF110	Basic Economy	3	0	4	GIT364	Portfolio Design	2	1	4			
	Elective Course					Elective Course						
	Elective Course					Elective Course						
7. Semester						8. Semester						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
ILF403	Communication Law and Intellectual Prop	3	0	4	ILF452	Internship	0	4	2			
GIT401	Graduation Project I	1	4	6	GIT402	Graduation Project II	1	4	6			
GIT471	Multimedia Practices	1	2	6	ILF104	Critical Media Literacy	3	0	4			
GIT491	Business English in VCD	3	0	4	ILF405	Entrepreneurship	3	0	5			
	Elective Course				GIT444	Social Responsibility Project Production and Implementation	1	2	5			
	Elective Course					Elective Course						
	Elective Course					Elective Course						

U32		İSTİNYE ÜNİVERSİTESİ (İSTANBUL)									
1. Semester					2. Semester						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
ATA101	Atatürk's Principles and History of Turkish Revolution 1	2	0	2	ATA102	Atatürk's Principles and History of Turkish Revolution 2	2	0	2		
DIL101	General English 1	2	0	2	DIL102	General English 2	2	0	2		
GİT101	Introduction to Basic Design	2	2	5	GİT102	Basic Design	2	2	5		
GİT103	Introduction to Computer Design	2	2	4	GİT104	Computer Visual Design	2	2	4		
GİT105	History of Art	3	0	4	GİT106	Visual Communication History	3	0	4		
İLT101	Introduction to Communication Studies	3	0	5	İLT102	Communication Theories	3	0	5		
İLT103	Basic Photography	2	2	5	İLT104	Communication and Society	3	0	5		
SEG001	Manifest of İstinye 1	0	1	1	SEG002	Manifest of İstinye 2	0	1	1		
TRK101	Turkish Language 1	2	0	2	TRK102	Turkish Language 2	2	0	2		
3. Semester					4. Semester						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT201	Graphic Design Applications	2	2	5	GİT202	Ad Graphics Apps	2	2	5		
GİT203	Basic Typography	2	2	5	GİT204	Advanced Typography	2	2	5		
GİT205	Introduction to Digital Media	2	2	4	GİT206	Digital Media Applications	2	2	4		
İLT201	Communication Studies	3	0	5	İLT202	Entrepreneurship and Project Culture	3	0	5		
SEG003	Manifest of İstinye 3	0	1	1	SEG004	Manifest of İstinye 4	0	1	1		
	Elective Course			5		Elective Course			5		
	Elective Course			5		Elective Course			5		
5. Semester					6. Semester						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT301	Motion Graphics Design	2	2	5	GİT302	3D Modeling and Animation	2	2	5		
GİT303	Introduction to Interactive Multimedia Design	2	2	5	GİT304	Interactive Multimedia Design Applications	2	2	5		
İLT301	Political Communication	3	0	5	İLT302	Communication Law	3	0	5		
	Elective Course			5		Elective Course			5		
	Elective Course			5		Elective Course			5		
	Elective Course			5		Elective Course			5		
7. Semester					8. Semester						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT401	Graduation Project Development	2	4	10	GİT402	Graduation Project Application	2	4	10		
GİT403	Aesthetics and Art Philosophy	3	0	5	GİT404	Portfolio and Presentation Design	3	0	5		
İLT401	Communication and Ethics	3	0	5	GİT492	Internship	0	0	5		
	Elective Course			5	İLT402	Occupational health and Safety	3	0	5		
	Elective Course			5		Elective Course			5		

U33 İZMİR EKONOMİ ÜNİVERSİTESİ									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
ENG 101	Academic Skills in English I	2	2	3	ENG 102	Academic Skills in English II	2	2	4
FFD 101	Art and Design Studio 1	1	8	8	FFD 102	Art and Design Studio 2	1	8	8
FFD 121	History of Art and Design 1	2	0	2	FFD 122	History of Art and Design 2	2	0	3
IUE 100	Orientation and Career Planning	1	0	2	POOL 004	GEC- Social Sciences B: Humanities and Social Sciences	3	0	4
POOL 004	GEC- Social Sciences B: Humanities and Social Sciences	3	0	4	SFL 1024	Second Foreign Languages II	2	2	4
SFL 1013	Second Foreign Languages I	2	2	3	VCD 102	Introduction to Visual Communication	2	0	3
VCD 101	Introduction to Design in Digital Media	2	2	4	VCD 132	Drawing Techniques for Print	0	4	4
VCD 111	Drawing Studio	0	4	4					
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
SFL 201	Second Foreign Languages III	2	2	4	SFL 202	Second Foreign Languages IV	2	2	4
VCD 201	Design Studio I	2	6	9	VCD 202	Design Studio II	2	6	10
VCD 203	Typographic Design I	2	2	4	VCD 204	Typographic Design II	2	2	4
VCD 205	Computer Aided Graphic Design	1	2	4	VCD 206	Multimedia Applications in Design	2	2	5
VCD 207	Basic Photography	2	2	6	VCD 301	History of Graphic Design	3	0	4
VCD 211	Drawing Studio II	0	3	3	VCD 340	Design Semiotics	3	0	3
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
ELEC 001	Elective Course			4	ELEC 004	Elective Course			4
ELEC 002	Elective Course			4	ELEC 005	Elective Course			4
ELEC 003	Elective Course			4	ENG 310	Essential Speaking Skills in English	3	0	4
MMD 301	Design Studio III	2	6	10	HIST 100	Principles of Atatürk and History of Revolution	4	0	4
TURK 100	Turkish	4	0	4	MMD 302	Design Studio IV	2	6	6
VCD 331	Interaction Design Fundamentals	3	0	4	POOL 007	GEC-Innovation and Entrepreneurship	3	0	4
					VCDST 204	Summer Training (4 Weeks)	0	0	4
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
ELEC 006	Elective Course			4	ELEC 008	Elective Course			4
ELEC 007	Elective Course			4	ELEC 009	Elective Course			4
ENG 410	English for Career Development	3	0	4	ELEC 010	Elective Course			4
FFD 451	Applied Workshop	0	2	1	ELEC 011	Elective Course			4
MMD 401	Design Studio V	2	6	9	MMD 498	Graduation Project	2	6	10
MMD 494	Graduation Thesis	2	2	4	POOL 003	GEC-Social Sciences A: Economics	3	0	4
VCDST 304	Summer Training (4 Weeks)	0	0	4					

U34 KADİR HAS ÜNİVERSİTESİ (İSTANBUL)										
Semester 1					Semester 2					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
KHAS101	Origins and Consequences	3	0	5	COMM102	Audiovisual Production	2	2	5	
KHAS103	History of Humankind	3	0	5	KHAS110	Civic Responsibility Project	0	2	2	
KHAS105	Universal Values and Ethics	3	0	5	TLL102	Critical Reading and Writing in Turkish II	2	0	3	
KHAS107	Design	3	0	5	VCD100	Design Basics	2	2	6	
KHAS109	Computational Thinking	3	0	5	VCD112	VCD Elementals	2	2	6	
TLL101	Critical Reading and Writing in Turkish I	2	0	3		Elective Course			5	
						Elective Course			5	
Semester 3					Semester 4					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
COMM201	Audiovisual Culture	2	2	5	COMM202	Media Freedom and Rights	2	2	5	
HST101	History of Modern Turkey I	2	0	2	HST102	History of Modern Turkey II	2	0	2	
VCD207	Art and Design History	2	2	5	VCD208	Multimedia Production	2	2	6	
VCD209	Typography	2	2	6	VCD210	Design Theory	2	2	5	
	Elective Course			6	VCD212	Interaction Design	2	2	6	
	Elective Course			6		Elective Course			6	
Semester 5					Semester 6					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
VCD319	Motion Graphics	2	2	5	VCD320	Design Workshop II	2	6	8	
VCD321	Visual Culture Analysis	2	2	5	VCD322	Visual Communication Design Research	2	2	5	
VCD323	Design Workshop I	2	6	8		Elective Course	1	4	6	
	Elective Course			6		Elective Course	1	4	5	
	Elective Course			6		Elective Course	1	4	6	
Semester 7					Semester 8					
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS	
COMM401	Senior Project I	2	6	8	COMM402	Senior Project II	2	8	10	
	Elective Course			6		Elective Course			7	
	Elective Course			6		Elective Course			7	
	Elective Course			5		Elective Course			6	
	Elective Course			5						

U35 MALTEPE ÜNİVERSİTESİ (İSTANBUL)									
Semester 1					Semester 2				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
ATA 151	Principles of Atatürk and History of Turkish Revolution I	2	0	2	ATA 152	Principles of Atatürk and History of Turkish Revolution II	2	0	2
FEL 167	History of Thought	2	0	3	GİT 108	Image Processing	1	2	4
GİT 117	Visual Design History	3	0	4	GİT 122	Basic Design II	2	2	5
GİT 121	Basic Design I	2	2	5	GİT 205	Techniques of Photography	1	2	5
GİT 123	Basic Photography	1	2	4	HUK 157	Fundamentals of Law	2	0	3
İLT 101	Information Technologies	1	2	4	İLT 102	Research Methods in Social Sciences	2	0	3
İLT 103	Introduction to Communication	2	0	3	İNG 172	English II	2	2	3
İNG 171	English I	2	2	3	SOS 154	Introduction to Sociology	2	0	3
TRD 157	Turkish Language I	2	0	2	TRD 158	Turkish Language II	2	0	2
Semester 3					Semester 4				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT 202	Web Design	1	2	3	GİT 222	Typography II	1	2	3
GİT 221	Typography I	1	2	3	GİT 224	Interface Design	2	2	4
GİT 225	Vector Design	1	2	3	GİT 226	Graphic Design Practices	1	2	3
İKT 258	Economics	2	0	2	İLT 202	History of Art	2	0	3
İLT 201	Written and Oral Expression	1	2	3	İNG 258	English for Profession II	2	2	3
İLT 203	Communication Theories	3	0	3	PSİ 264	Social Psychology	2	0	3
İNG 257	English for Profession I	2	2	3	RST 230	Cinematography	1	2	3
KPL 100	Career Planning	1	0	2	UAB 264	Contemporary Political Thoughts	2	0	4
FE XXX	Elective Course			4	FE XXX	Elective Course			4
FE XXX	Elective Course			4					
Semester 5					Semester 6				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT 331	3B Modeling	2	2	4	GİT 315	Creative Strategy in Advertising	1	2	3
GİT 335	New Media Practices	2	2	4	GİT 327	Video Practices	1	2	4
GİT 337	Theories of Visual Communication	2	0	3	GİT 328	3B Animation	2	2	4
İLT 301	Communication Ethics	2	0	3	GİT 330	Theories of Visual Communication	2	2	4
RST 218	Editing	1	2	4	İLT 302	Communication Law and Intellectual Property Rights	2	0	3
FE XXX	Elective Course			4	FE XXX	Elective Course			4
FE XXX	Elective Course			4	FE XXX	Elective Course			4
UE XXX	Elective Course			4	UE XXX	Elective Course			4
Semester 7					Semester 8				
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS
GİT 405	Graduation Project I	2	6	6	GİT 404	New Communication Technologies	3	0	3
GİT 419	Portfolio and Project Presentation Design	1	2	4	GİT 406	Graduation Project II	2	6	6
İLT 401	Entrepreneurship and Innovation	3	0	4	GİT 499	INTERNSHIP	0	0	5
FE XXX	Elective Course			4	FE XXX	Elective Course			4
FE XXX	Elective Course			4	FE XXX	Elective Course			4
FE XXX	Elective Course			4	FE XXX	Elective Course			4
FE XXX	Elective Course			4	FE XXX	Elective Course			4

U36		TED ÜNİVERSİTESİ (ANKARA)										
Semester 1						Semester 2						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
ART 123	History of Art and Design	3	0	5	ART 124	Art and Design Culture	3	0	5			
ENG 101	English for Academic Purposes	2	2	5	ENG 102	Expository Writing	2	2	5			
VCODE 101	Basics of Design	2	8	10	TEDU 109	Digital Competence	2	2	5			
VCODE 111-O	Visual Communication Techniques I	2	2	5	VCODE 102	Introduction to Design Methods	2	8	10			
VCODE 121	Introduction to Communication Studies	3	0	5	VCODE 112-O	Visual Communication Techniques II	2	2	5			
Semester 3						Semester 4						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
CC	Elective Course			5	CC	Elective Course			5			
HIST 101	History of Turkish Republic I	2	0	2	CC	Elective Course			5			
TUR 101	Turkish I	2	0	2	HIST 102	History of Turkish Republic II	2	0	2			
VCODE 201	Visual Communication Design Studio I	2	8	11	TUR 102	Turkish II	2	0	2			
VCODE 221	Media Studies	3	0	5	VCODE 202	Visual Communication Design Studio II	2	8	11			
VCODE 251	Typography	2	2	5	VCODE 252	Photography and Image Processing	2	1	5			
Semester 5						Semester 6						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
CC	Elective Course			5	FREE	Elective Course			5			
SF	Elective Course			5	SF	Elective Course			5			
VCODE 301	Visual Communication Design Studio III	2	8	12	VCODE 302	Visual Communication Design Studio IV	2	8	11			
VCODE 351	User Experience Design	2	2	6	VCODE 352	Video Production Design	3	0	5			
VCODE 399	Summer Practice I	0	0	2	VCODE-DEPT	Elective Course			5			
Semester 7						Semester 8						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
FREE	Elective Course			5	FREE	Elective Course			5			
SF	Elective Course			5	SF	Elective Course			5			
TEDU 400	Student Development Seminar	0	0	1	VCODE 402	Visual Communication Design Studio VI	2	8	12			
VCODE 401	Visual Communication Design Studio V	2	8	12	VCODE 452	Professional Practice and Portfolio	1	0	2			
VCODE 499	Summer Practice II	0	0	2	VCODE-DEPT	Elective Course			5			
VCODE-DEPT	Elective Course			5								

U37		TOBB EKONOMİ VE TEKNOLOJİ ÜNİVERSİTESİ (ANKARA)									
Semester 1					Semester 2						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT 101	Temel Tasarım I	0	8	8	GİT 102	Temel Tasarım II	0	8	8		
GİT 103	Desen I	0	6	6	GİT 104	Desen II	0	6	6		
GİT 119	Dijital Tasarıma Giriş	1	4	6	GİT 106	Görsel İlet. Tasarımına Giriş	2	0	4		
	Elective Course	-	-	6		Elective Course	-	-	6		
TÜR 101	Türk Dili I	2	0	2	TÜR 102	Türk Dili II	2	0	2		
ING001/001U	İngilizce I	1	2	4	ING 002/002U	İngilizce II	1	2	4		
					OEG 101	Ortak Eğitime Giriş	1	0	2		
Semester 3					Semester 4						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GİT 221	Tasarım Stüdyosu I	1	6	10	GİT 222	Tasarım Stüdyosu II	1	6	10		
GİT 217	Bilgisayar Destekli Tasarım I	2	2	6	GİT 212	Tasarımda Algı	3	0	6		
GİT 203	İllüstrasyon	2	2	6	GİT 218	Bilgisayar Destekli Tasarım II	2	2	6		
GİT 205	Temel Fotoğrafçılık	2	2	6	GİT 204	Tipografi	2	2	6		
AİT 201	Atatürk İlkeleri ve İnkılap Tarihi I	2	0	2	AİT 202	Atatürk İlkeleri ve İnkılap Tarihi II	2	0	2		
ING 003/003U	İngilizce Yazma Becerileri	1	2	4	ING 004/004U	İngilizce Sunum Teknikleri	1	2	4		
Semester 5					Semester 6						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GRT 321	Tasarım Stüdyosu III	1	6	10	GRT 322	Tasarım Stüdyosu IV	1	6	10		
GRT 303	Masaüstü Yayıncılık	2	2	6	GRT 304	Ambalaj Tasarımı	2	2	6		
GRT 313	Grafik Tarihi	3	0	6	GİT 317	Sayısal Video Kurgu	2	2	6		
GİT 309	3D Modelleme	0	6	6		Elective Course	-	-	6		
	Elective Course	-	-	6	UGI 315	Girişimcilik ve Liderlik	2	0	4		
İYD I	İkinci Yabancı Dil 1	1	4	5	İYD II	İkinci Yabancı Dil 2	1	4	5		
Semester 7					Semester 8						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GRT 421	Tasarım Stüdyosu V	1	6	10	GRT 422	Tasarım Stüdyosu VI	1	6	10		
GRT 405	Reklam Tasarımı	2	2	6	GRT 418	İletişim ve Etik	3	0	6		
GİT 423	Web Tasarımı	2	2	6	GİT 410	Portfolyo Tasarımı ve Sunu Teknikleri	2	0	4		
GRT 407	Hareketli Grafik Tasarım	2	2	6		Elective Course	-	-	6		
	Elective Course	-	-	6		Elective Course	3	0	6		
İYD III	İkinci Yabancı Dil 3	1	4	5	İYD IV	İkinci Yabancı Dil 4	1	4	5		
BİLİŞİM TASARIMI UZMANLIK ALANI 3. ve 4. SINIF EĞİTİM-ÖĞRETİM PROGRAMI											
Semester 5					Semester 6						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GRT 321	Tasarım Stüdyosu III	1	6	10	GRT 322	Tasarım Stüdyosu IV	1	6	10		
BLT 305	Deneyisel Video Teknikleri I	2	6	10	BLT 306	Deneyisel Video Teknikleri II	2	6	10		
BLT 307	Animasyon I	2	2	6	BLT 308	Animasyon II	2	2	6		
	Elective Course	-	-	6		Elective Course	-	-	6		
İYD I	İkinci Yabancı Dil 1	1	4	5	UGI 315	Girişimcilik ve Liderlik	2	0	4		
				37	İYD II	İkinci Yabancı Dil 2	1	4	5		
Semester 7					Semester 8						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GRT 421	Tasarım Stüdyosu V	1	6	10	GRT 422	Tasarım Stüdyosu VI	1	6	10		
BLT 403	Video Post Prodüksiyon	2	2	6	BLT 404	Ses ve İmge Tasarımı	1	2	4		
BLT 405	Görüntü Düzenleme	1	2	4	GİT 410	Portfolio Tasarımı ve Sunu Teknikleri	2	0	4		
GİT 423	Web Tasarımı	2	2	6	GRT 418	İletişim ve Etik	3	0	6		
	Elective Course	-	-	6		Elective Course	-	-	6		
İYD III	İkinci Yabancı Dil 3	1	4	5		Elective Course	3	0	6		
					İYD IV	İkinci Yabancı Dil 4	1	4	5		

U38		ÜSKÜDAR ÜNİVERSİTESİ (İSTANBUL)									
Semester 1					Semester 2						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
ATA101	Principles of Atatürk and History of Revolution I	2	0	3	ATA102	Principles of Atatürk and History of Revolution II	2	0	3		
GIT101	Introduction to Visual Communication	3	0	5	FEL109	Basic Concepts in Philosophy	3	0	5		
ILET111	Introduction to Communication	3	0	5	GIT106	Introduction to Basic Design	3	0	6		
ING101	English I	3	0	3	ILET106	Introduction to Economics	3	0	5		
RKUL101	University Culture I	0	2	1	ING102	English II	3	0	3		
RPSI109	Positive Psychology and Communication Skills	3	0	5	RKUL102	University Culture II	0	2	1		
SBU157	Introduction to Political Sciences	3	0	5	SOS126	General Sociology	3	0	4		
TURK101	Turkish Language I	2	0	3	TURK102	Turkish Language II	2	0	3		
Semester 3					Semester 4						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GIT205	Graphic Design I	2	2	4	GIT206	Graphic Design II	2	2	5		
GIT209	Typographic Narrative	2	2	3	GIT208	Web Design	2	2	4		
ILET203	Communications Law	3	0	4	GIT210	Digital Illustration	2	2	5		
ILET205	History of Communication	3	0	4	ILET204	Political Communication	3	0	5		
ILET209	Social Psychology	3	0	4	ILET214	Professional English II	1	2	3		
ILET211	Basic Photography	2	2	4	ILET216	Media Literacy	3	0	5		
ILET217	Professional English I	1	2	3	RPRG104	Entrepreneurship and Project Culture	2	0	3		
ILET219	Communication Research Method	3	0	4							
Semester 5					Semester 6						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GIT307	3D Design	2	2	7	GIT308	Motion Graphic Design	2	2	7		
ILET303	Theories of Communication	3	0	7	GIT310	Video Editing	2	2	7		
SECALAN5YY	Elective Course	-		4	SECALAN6YY	Elective Course	-		4		
SECBOL5YY	Elective Course	-		4	SECBOL6YY	Elective Course	-		4		
SECBOL5YY	Elective Course	-		4	SECBOL6YY	Elective Course	-		4		
SECUNI5YY	Elective Course			4	SECUNI6YY	Elective Course			4		
Semester 7					Semester 8						
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS		
GIT491	Graduation Project I	1	4	10	GIT406	Internship	0	0	5		
ILET401	Communication and Ethics	3	0	4	GIT492	Graduation Project II	1	4	10		
SECALAN7YY	Elective Course	-		4	ISG490	Occupational Health and Safety in Communications	2	0	3		
SECALAN7YY	Elective Course	-		4	SECALAN8YY	Elective Course	-		4		
SECBOL7YY	Elective Course			4	SECBOL8YY	Elective Course	-		4		
SECBOL7YY	Elective Course			4	SECBOL8YY	Elective Course			4		

U39		YAŞAR ÜNİVERSİTESİ (İZMİR)										
Semester 1					Semester 2							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
SOFL 1101	ENGLISH FOR ACADEMIC PURPOSES I	4	0	4	SOFL 1102	ENGLISH FOR ACADEMIC PURPOSES II	4	0	4			
TURK 1110	TURKISH I	2	0	2	TURK 1210	TURKISH II	2	0	2			
UFND 2020	RESEARCH CULTURE	2	0	2	VCDS 1102	BASIC DESIGN STUDIO II	4	4	9			
UFND 5020	ETHIC CULTURE	2	0	2	VCDS 1106	FUNDAMENTALS OF DIGITAL MEDIA	3	0	5			
VCDS 1101	BASIC DESIGN STUDIO I	4	4	10	VCDS 1108	HISTORY OF VISUAL COMMUNICATION	3	0	5			
VCDS 1105	ART, DESIGN AND CULTURE	3	0	5	VCDS 1208	INTRODUCTION TO TYPOGRAPHY	2	2	5			
VCDS 1107	LANGUAGE OF VISUAL DESIGN	2	2	5								
Semester 3					Semester 4							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
HIST 1110	ATATÜRK'S PRINCIPLES AND HISTORY OF REVOLUTION I	2	0	2	HIST 1210	ATATÜRK'S PRINCIPLES AND HISTORY OF REVOLUTION II	2	0	2			
UFND 6120	ENTREPRENEURSHIP AND BUSINESS PLANNING	2	0	2	UFND 4020	AESTHETIC CULTURE	2	0	2			
VCDS 2101	VISUAL COMMUNICATION DESIGN I	4	4	10	UFND 7010	SOCIAL RESPONSIBILITY	0	2	1			
VCDS 2104	DESIGN METHODOLOGIES	3	0	5	VCDS 2102	VISUAL COMMUNICATION DESIGN II	4	4	10			
VCDS 2111	DIGITAL PHOTOGRAPHY	2	2	6	VCDS 2105	INTRODUCTION TO DIGITAL MEDIA CODING	2	2	5			
VCDS 2207	TYPOGRAPHY IN VISUAL COMMUNICATION I	2	2	5	VCDS 2108	GEOMETRIC REPRESENTATION	2	2	5			
					VCDS 2208	TYPOGRAPHY IN VISUAL COMMUNICATION II	2	2	5			
Semester 5					Semester 6							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
VCDS 3101	VISUAL COMMUNICATION DESIGN III	4	4	10	VCDS 3102	VISUAL COMMUNICATION DESIGN IV	4	4	10			
VCDS 3103	VISUAL PERCEPTION	3	0	5	VCDS 3306	VISUAL READING AND INTERPRETATION	3	0	5			
	Elective Course			5		Elective Course			5			
	Elective Course			5		Elective Course			5			
	Elective Course			5		Elective Course			5			
Semester 7					Semester 8							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
VCDS 4000	SUMMER INTERNSHIP	0	0	5	VCDS 4102	GRADUATION PROJECT	2	6	15			
VCDS 4101	VISUAL COMMUNICATION PROJECT	4	4	15		Elective Course			5			
	Elective Course			5		Elective Course			5			
	Elective Course			5		Elective Course			5			

U40		YEDİTEPE ÜNİVERSİTESİ (İSTANBUL)										
Semester 1					Semester 2							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
COMM 101	Introduction to Communication	3	0	5	COMM 120	Art History and Aesthetics	3	0	5			
COMM 171	Introduction to Communication Design	3	0	5	GRA 203	Typography	2	2	6			
COMM 199	Seminar in Academic Writing Skills	1	0	2	HUM 103	Humanities	2	0	3			
SOC 101	Introduction to Sociology	3	0	6	PSY 101	Introduction to Psychology I	3	0	6			
TKL 201	Turkish Language I	2	0	2	TKL 202	Turkish Language II	2	0	2			
VCD 111	Basic Drawing	2	2	6	VCD 172	Digital Design	2	2	7			
VCD 171	Design Fundamentals	2	2	5								
Semester 3					Semester 4							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
COMM 211	Photography	2	2	5	COMM 202	Media Analysis	3	0	5			
ECON 291	Economics	3	0	6	COMM 410	Occupational Health and Safety Education	1	0	2			
HTR 301	History of Turkish Revolution I	2	0	2	HTR 302	History of Turkish Revolution II	2	0	2			
VCD 271	Modeling in Virtual Environments	2	2	6	PHIL 152	Ethics	3	0	5			
VCD 273	Digital Design and Illustration	2	2	6	VCD 272	Motion Design in 3D	2	2	7			
VCD	Elective Course			5	VCD 274	Moving Images	2	2	6			
					VCD	Elective Course						
Semester 5					Semester 6							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
VCD 311	Introduction to Digital Video	2	2	6	BBA 204	Principles of Entrepreneurship	3	0	6			
VCD 321	Cultural Icons in Design	3	0	3	VCD 312	Digital Video Production	2	2	4			
VCD 371	Introduction to Game Design	2	2	5	VCD 372	Game Design Development	2	2	5			
VCD 373	Spatial Design Rendering	2	2	5	VCD 378	Creative Thinking	3	0	3			
COMM	Internship			15	VCD 384	Visual Communication Design Workshop	2	2	4			
					FREE	Elective Course			5			
					FREE	Elective Course			5			
					VCD	Elective Course			5			
Semester 7					Semester 8							
Code	Course Name	T	P	ECTS	Code	Course Name	T	P	ECTS			
LAW 305	Communication Law and Copyright	3	0	4	COMM 442	Media Management	3	0	5			
VCD 421	Semiotic Approaches To Design	3	0	5	VCD 422	Digital Culture	3	0	6			
VCD 471	Interactive Design Studio	2	2	6	VCD 436	Product Concept Development	3	0	6			
FREE	Elective Course			5	VCD 492	Graduation Project	2	4	8			
VCD	Elective Course			5	FREE	Elective Course			5			