



**ESOGU ELECTRICAL-ELECTRONICS ENGINEERING DEPARTMENT
COURSE INFORMATION FORM**

Course Title	Course Code
COMMUNICATION VIA PRINTED MEDIA	151224567

Semester in Program	Number of Course Hours per Week		ECTS Credit
	Theory	Practice	
4	3	0	3

Course ECTS Credit Distribution				
Basic Sciences	Engineering Sciences	Design	General Education	Social
		2	1	

Language of Instruction	Course Level	Course Type
English	Undergraduate	Elective

Prerequisite	NONE
Objectives of the Course	To give students a better understanding of printed media To teach them the skills for the basic graphic design To improve the communication and presentation skills of students.
Brief Course Content	Communication definition and models, history of visual communication, printing processes, prepress, art and copy preparation, elements of graphic design, page design, visual architecture, design mistakes, examples, copywriting, basic news writing.

Learning Outcomes of the Course	Contributed POs	Teaching Methods *	Assessment Methods **
1 Understanding of communication essentials and history of printed media	7a, 7c	1,2,14	A,B,J
2 Ability to prepare better presentations	7d	1,2, 14	A,B,J
3 Ability to design printed material such as flyers, posters, booklets, business cards, and magazine and newspaper pages	7a, 7c, 7d	1,2,14	J
4 Ability to write news stories	7a, 7c	1,2,14	J
5 Ability to design printed advertisements	7a, 7c, 7d	1,2,14	J
6			
7			
8			

*Teaching Methods 1:Lecture, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Problem Solving, 11:Individual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation

**Assessment Methods A:Exam, B:Quiz, C:Oral Exam, D:Homework, E:Report, F:Article Examination, G:Presentation, I:Experimental Skill, J:Project Observation, K:Class Attendance; L:Jury Exam

Main Textbook	A. White, <i>The Elements of Graphic Design, Space, Unity, Page Architecture, and Type</i> , New York: Allworth Press, 2002
Supplementary Resources	Pocket Pall: A graphic Arts Production Handbook, Memphis, Tennessee: International Paper Company, 19th Ed., 2003 L. K. Hahn, L. Lippert, and S. T. Paynton, Survey of Communication Study, Wikibooks, https://en.wikibooks.org/wiki/Survey_of_Communication_Study Creative Commons, a Primer for Communication Studies, https://2012books.lardbucket.org/books/a-primer-on-communication-studies/index.html
Necessary Course Material	None

Course Weekly Schedule	
1	Introduction to the Course
2	Communication Essentials
3	Communication Essentials (Part 2)
4	History of Visual Communication
5	Introduction to Printing Processes
6	Prepress: Type, Copy and Art Preparation
7	The Elements of Graphic Design
8	Mid-Term Exams
9	Page Design—Space and Unity
10	Page Design—Visual Architecture
11	Page Design—Design Mistakes
12	Page Design—Examples
13	Copywriting
14	Basic News Writing
15	Introduction to Publisher
16,17	Final Exams

Calculation of Course Workload			
Activities	Count	Time (Hour)	Total Workload (Hour)
Weekly classroom time	14	3	42
Weekly study time (review, reinforcing, preparation)	14	2	14
Homework			
Taking a quiz	1	1	1
Studying for a quiz	1	3	3
Oral exam			
Studying for an oral exam			
Report writing (Preparation and presentation time included)			
Project (Preparation and presentation time included)	2	12	24
Presentation (Preparation time included)			
Mid-Term Exam	1	2	2
Studying for Mid-Term Exam	1	3	3
Final Exam			
Studying for Final Exam			
		Total workload	103
		Total workload / 30	3,43
		Course ECTS Credit	3

Assessment	
Activity Type	%
Mid-term	20
Quiz	20
Project 1 (Advertisement design)	30
Final Exam (Project 2: Newspaper frontpage design)	30
Total	100

COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES

(5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)

NO	PROGRAM OUTCOMES	Contribution
1	a. Sufficient knowledge of mathematics	
	b. Sufficient knowledge of basic sciences	
	c. Sufficient basic engineering and Electrical-Electronics engineering knowledge	
	d. Skill of applying all these knowledge and experience to complicated Electrical-Electronics engineering problems	
2	Skill of defining, identifying, formulating and solving the complicated problems in Electrical-Electronics engineering and related areas by applying appropriate analysis and modelling methods.	
3	Skill of designing a complicated process, system, equipment or product by applying modern design methods under realistic constraints and conditions.	
4	To analyze and solve the complicated engineering problems:	
	a. skill of developing, selecting and applying the required techniques and devices	
	b. skill of using information technologies effectively	
5	To study the complicated on the complicated Electrical-Electronics engineering problems and research subjects:	
	a. skill of experimental design	
	b. skill of performing the experiments, collecting the data and analyzing and interpreting the results	
6	a. Skill of performing individual studies	
	b. Skill of performing intra and interdisciplinary and multidisciplinary teamwork and studies	
7	a. Skill of effective oral and written communication in Turkish and English	5
	b. Skill of improving and using foreign language knowledge	
	c. Skill of effective reporting, understanding the reports and preparing the design and production reports	5
	d. Skill of effective presentation and giving and getting clear and understandable instructions.	4
8	Awareness of the necessity of life-long learning and skill of accessing to information and following the improvements in contemporary science and technology	
9	a. Awareness of necessity of behaving in accordance with the ethical principles and awareness of the importance of having professional ethical responsibilities	
	b. Knowledge about legal regulations and standards of engineering	
10	a. Knowledge about project management, risk management and change management	
	b. Awareness of the significance of entrepreneurship and innovation	
	c. Knowledge about sustainable development	
11	Knowledge about the effects of engineering applications and practices on the global and social health, ecology and safety, knowledge about the current problems in relation to the working areas of Electrical-Electronics engineering; and awareness of the legal issues resulting from engineering solutions	
12	Knowledge about modern problems in local and universal scale	

INSTRUCTORS

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