ESOGÜ Electrical-Electronics Engineering Department

COURSE CODE: 151226365 – 151246365 **COURSE TITLE:** Communication via Electronic Media

Semester	Weekly Hours		COURSE			
	Theoretical	Practical	Credits	ECTS	Type	Language
6	3	0	3	4	Compulsory ( ) Elective (x)	Turkish ( ) English (x)

Write the credit (for non-credit courses weekly hours) below (If necessary distribute the credits.).

Math and Basic Science	Electrical Engineering [mark (x) if there is high design content]	General Education	Humanities
	( )		3

Assessment	THEORETICAL-PRACTICAL COURSES			LABORATORY COURSES		
	Type	Number	%	Activity Type	Number	%
Midterm	Midterm			Quiz		
	Quiz			Lab performance		
	Homework			Report		
	Project	2	60	Oral exam		
	Other (……)			Other (……)		
Final			40			
Makeup exam (Oral/Written)						

Prerequisites	None
Brief content of the course	This is a visual communication and graphic design course. First, the importance of the communication is explained then the electronic media is discussed in detail. The focus is on the graphic design that is to be published on the internet.
Objectives of the course	1. to give students a better understanding of digital design 2. to teach them the skills for the basic graphic design
Contribution of the course towards professional education	This course will improve the communication and presentation skills of students. They can use this skills in both their professional and daily lives.
Outcomes of the course	Students who complete this course successfully will learn how to use a graphic design application on the computer, manipulate digital photographs, design a web page, incorporate graphics, video, audio and text on a web page and beyond these how to create a composition with a concept.
Textbook of the course	
Other reference books	1. Matthews, C., & Bouton, G.D. (2009). *Photoshop CS4 QuickSteps*, N.Y.: McGraw-Hill Osborne Media. 2. Becer, E. (1997). *İletişim ve Grafik Tasarım.* Ankara: Dost Kitabevi Yayınları. 3. Dabner, D. (2005). *Graphic Design School: A Foundation Course in the Principles and Practices of Graphic Design,* N.J.: Wiley. 4. Carter, R. (1993). *Typographic Design: Form and Communication*, N.Y.: Wiley,. 5. Craig, J. (1983). *Graphic Design Career Guide*, N.Y.: Watson-Guptill Publications. 6. Wheeler, R. A. (2003). *Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands,* N.Y.: John Wiley and Sons. 7. Bektaş, D. (1992). *Çağdaş Grafik Tasarımın Gelişimi*. İstanbul: Yapı Kredi Yayınları.
Required material for the course	

WEEKLY PLAN OF THE COURSE	
Week	**Topics**
1	Importance of Communication and Electronic Media
2	Elements of Communication, Design Components
3	Introduction to Adobe Photoshop®
4	Specifying Color Modes and Color Models, Exploring Photoshop® Basics
5	Using Layers, Masks, Paths
6	Digital Photography and Manipulating Digital Photographs
7	Ability to Maintain Consistent Effects Across Media
8	Midterm
9	Midterm
10	Creating a Layout with a Concept
11	Preparing Artworks to Printing and Publishing
12	Ideas to Create a Website Page
13	Design a Web Interface Layout
14	A Brief Overview of Essentials of Audio, Video and Animation
15,16	Final

Contribution of the course to the program outcomes

NO	OUTCOMES OF THE PROGRAM	4	3	2	1
1	Adequate knowledge of mathematics, science and Electrical and Electronic Engineering; ability to practice theoretical and practical knowledge of these areas into modeling and solving problems of Electrical and Electronic Engineering				**X**
2	Ability to identify complex engineering problems in Electrical and Electronic Engineering and related fields, for this purpose having skills to formulate, select and apply appropriate methods.				**X**
3	Having skills to apply modern design methods to design a complex system, equipment or product that should work under realistic conditions and constraints and satisfy specific requirements concerning the Electrical and Electronic Engineering.				**X**
4	Having skills to develop, select and apply modern techniques and tools needed for Electrical and Electronic Engineering applications, skills to use information technology effectively.		**X**		
5	Skills to design and conduct tests, collect data, analyze results, and interpret data for the experimental investigation of Electrical and Electronic Engineering problems				**X**
6	Ability to function effectively as an individual and as a member of teams within the discipline and in multidiscipline areas.			**X**	
7	Communicating effectively in oral and written form both in Turkish and English.		**X**		
8	Awareness of the necessity of lifelong learning, access to information, monitoring developments in science and technology and the ability to self-renewing		**X**		
9	Understanding of professional and ethical responsibility				**X**
10	Information on project management, change management and risk management practices, awareness on entrepreneurship, innovation and sustainable development.				**X**
11	Information about universal and societal effects of engineering applications on health, safety and environment; awareness of the legal consequences of engineering solutions.				**X**

Scale for assessing the contribution of the course to the program outcomes:

4: High **3: Medium** **2: Low** **1:None**

Name of Instructor(s):

Burcu Okcu

Signature(s):

Date: