GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	Digital Content Development for Design / Digital Content Development for Design	
Ders Kodu / Course Code	ENMD328	
Ders Türü / Course Type		
Ders Seviyesi / Course Level	Bachelor / Bachelor	
Ders Akts Kredi / ECTS	6.00	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	2.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	2.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	3	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language		
Ön Koşulu Olan Ders(ler) / Precondition Courses		
Amacı / Purpose	.	This course covers the fundamental skills in digital design creation and management procedures and techniques.
İçeriği / Content	.	This course covers the fundamental skills in digital design creation and management procedures and techniques.
Önerilen Diğer Hususlar / Recommended Other Considerations		
Staj Durumu / Internship Status		
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading		
Öğretim Üyesi (Üyeleri) / Faculty Member (Members)	Dr. Öğr. Üyesi Ahmet Emin Bülbül	

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	.	Student has effective oral and written communication skills.
2		Student recognizes how a scientific research can be conducted in theory and practice.
3		Student recognizes the fundamentals of social sciences, communication sciences and media professionals.
4		Student recognizes basic concepts and methods of social sciences and fine arts to gain insights on the world and the given society.
5		Student lists theoretical and judicial approaches in the field of communication and applies them.
6		Student expresses the relationship between communication sciences and other fields of science.
7		Student summarizes media history and the societal, artistic, economic, political background of these historical advancements.
8		Student discusses societal, economic, cultural and artistic effects of new media.
9		Student lists legal arrangements in media and the Internet.
10		Student recognizes basic concepts and applications of new media and new media professions.
11		Student uses the technical equipment and informatics technologies required for both traditional and new media in an effective and creative way.
12		Student develops content for new media publishing and designs web sites.
13		Student develops content for both traditional and new media.
14		Student creates content aesthetically for visual media applying the principals of visual aesthetics.
15		Student uses the required software for video and sound editing.
16		Student identifies social media management, digital marketing and advertising and develops strategies for digital marketing.
17		Student analyzes discourse of every media text and uses good command of new media literacy.

HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
1	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	.				
	Introduction				
2	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Content Types and Creation				
	Content Types and Creation				
3	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	HTML and CSS				
	HTML and CSS				
4	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Information Architecture and Web Design				
	Information Architecture and Web Design				
5	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools - Adobe Dreamweaver				
	Tools - Adobe Dreamweaver				

6	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools - Adobe Dreamweaver				
	Tools - Adobe Dreamweaver				
7	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools - Adobe Dreamweaver				
	Tools - Adobe Dreamweaver				
8	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Midterm				
	Midterm				
9	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools - Adobe Photoshop				
	Tools - Adobe Photoshop				
10	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools - Adobe Photoshop				
	Tools - Adobe Photoshop				
11	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools - Adobe Photoshop				
	Tools - Adobe Photoshop				

12	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools for Mobile Apps				
	Tools for Mobile Apps				
13	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools for Mobile Apps				
	Tools for Mobile Apps				
14	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Tools for Mobile Apps				
	Tools for Mobile Apps				

DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Ara Sınav / Midterm Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		40

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Final Sınavı / Final Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		60

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:	100
Değerlendirme Tipi / Evaluation Type:	

İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yükü (Saat) / Total Work Load (Hour)
Ara Sınav / Midterm Examination	1	3.00	3.00
Ara Sınav İçin Bireysel Çalışma / Individual Study for Mid term Examination	1	20.00	20.00
Bireysel Çalışma / Self Study	5	7.00	35.00
Ev Ödevi / Homework	5	7.00	35.00
Final Sınavı / Final Examination	1	3.00	3.00
Final Sınavı içiin Bireysel Çalışma / Individual Study for Final Examination	1	20.00	20.00
Soru-Yanıt / Question-Answer	5	7.00	35.00
Toplam / Total:	19	67.00	151.00

Dersin AKTS Kredisi = Toplam İş Yükü (Saat) / 25.00 (Saat/AKTS) = 151.00/25.00 = 6.04 ~ / Course ECTS Credit = Total Workload (Hour) / 25.00 (Hour / ECTS) = 151.00 / 25.00 = 6.04 ~

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes																
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11	1.1.12	1.1.13	1.1.14	1.1.15	1.1.16	1.1.17
1.. / Student has effective oral and written communication skills.																	
2. / Student recognizes how a scientific research can be conducted in theory and practice.																	
3. / Student recognizes the fundamentals of social sciences, communication sciences and media professionals.																	
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7. / Student summarizes media history and the societal, artistic, economic, political background of these historical advancements.																	
8. / Student discusses societal, economic, cultural and artistic effects of new media.																	
9. / Student lists legal arrangements in media and the Internet.																	

10. / Student recognizes basic concepts and applications of new media and new media professions.																	
11. / Student uses the technical equipment and informatics technologies required for both traditional and new media in an effective and creative way.																	
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16. / Student identifies social media management, digital marketing and advertising and develops strategies for digital marketing.																	
17. / Student analyzes discourse of every media text and uses good command of new media literacy.																	

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high