

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

MARKETING DEPARTMENT

MAR311 SYLLABUS

MAR 311 Visual Communication Design							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Visual Communication Design	MAR311	6	3	0	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Undergraduate
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question Answer, Case Study, Project and Application

Course Objective

This course aims to equip students with the skills needed to communicate information and ideas effectively, aesthetically, and meaningfully by learning the principles of visual communication and design. The course will cover fundamental topics such as visual perception, color theory, typography, composition, and digital design tools, enabling students to develop creative solutions for both traditional and digital media. Additionally, the cultural, social, and psychological impacts of visual elements will be discussed, allowing students to evaluate visual designs within a strategic and communicative context. Through a project-based approach, the course seeks to enhance students' technical and conceptual design competencies.

Learning Outcomes

By the end of this course, students should be able to:

- Understand visual perception and design principles.
- Develop creative problem-solving skills.
- Apply typography, color theory, and composition techniques.
- Create professional projects using digital and traditional tools.
- Analyze the social, cultural, and psychological impacts of visual design.
- Perform effective visual storytelling.
- Develop a creative portfolio and manage projects.

Course Outline

The course begins with an introduction to the fundamental concepts and tools of visual communication design. Topics covered include the Principles and Elements of Design, Basics of Typography, Color Theory and Psychology, Visual Composition and Layout, Branding and Visual Identity, Digital Design Tools, Motion Graphics and Animation, User Experience (UX) and User Interface (UI) Design, Photography and Visual Storytelling, Design for Print and Digital Media, Cultural and Ethical Design Approaches, and Practical Visual Communication Projects.

Weekly Topics and Related Preparatory Work		
Weeks	Topics	Preparation Studies
1	What is Design? The Role and Importance of Visual Communication Design	Conduct a literature review on the fundamental principles and elements of design. Analyze sample designs.
2	Fundamental Concepts of Color Theory and the Psychological Effects of Colors	Create color palettes and observe the effects of different color combinations.
3	The Role of Typography in Design and the Proper Use of Fonts	Analyze different fonts and determine which fonts to use in your projects and why.
4	Balance, Hierarchy, Use of Space, and Aesthetics in Design	Create simple visual compositions and practice arranging elements.
5	Introduction to Adobe Photoshop, Illustrator, and Other Graphic Design Software	Conduct basic graphic design tasks using the learned software.
6	Importance of User-Centered Design and Application Examples	Design a basic prototype for a mobile application or web interface.
7	Branding Process and Creating Visual Identity	Develop a new logo or brand identity proposal for a well-known brand.
8	MIDTERM EXAM	
9	Design Processes for Print Materials and Different Dimensions in Digital Media	Design a poster or social media post.
10	Basic Principles of Motion Graphics and Animation Techniques	Prepare a basic animation project.
11	Cultural Differences and Ethical Responsibilities in Design	Conduct a cultural and ethical analysis on a design example.
12	Advanced Design Techniques and Trends	Create an innovative design project using the techniques learned.
13	Applied Project Work	Combine the work done throughout the course to complete a comprehensive design project.
14	Project Presentation and Evaluation	Students present their projects, followed by in-class discussions.
15	Project Presentation and Evaluation	Students present their projects, followed by in-class discussions.
16	FINAL EXAM	

Textbook(s)/References/Materials:

Textbook: "Designing Visual Language: Strategies for Professional Communicators" by Charles Kostelnick and David D. Roberts
 "Visual Communication: From Theory to Practice" by Jonathan Baldwin and Lucienne Roberts

Assessment		
Studies	Number	Contribution margin
Attendance (In-Class Participation)		10
Lab		
Participation and performance in class		
Fieldwork		
Course-specific internship (if applicable)		
Exams / Studio / Critiques		
Assignments		
Presentations		
Projects	1	20
Reports		
Seminars		
Midterm Exam / Midterm Jury	1	30
Final Exam / Final Jury	1	40
	Total	100
Contribution to the Success Grade of Semester Studies		40
Coursework		60
Contribution of End-of-Term Studies to Success Grade		
	Total	100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship			
Field Study			
Study time out of the Class	16	2	32
Presentation / Seminar Preparation			
Projects			
Reports			
Tasks	1	7	7
Exams / Studio Critique			
Midterm exam preparation	1	10	10
Final exam preparation	1	10	10
Total Workload	(107/30 = 3,56)		107

Relationship Between Course Learning Outcomes and Program Competencies

No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
L01	Understanding visual perception and design principles.					X
L02	Developing creative problem-solving skills.					X
L03	Applying typography, color theory, and composition techniques.					X
L04	Creating professional projects using digital and traditional tools.					X
L05	Analyzing the social, cultural, and psychological impacts of visual design.					X
L06	Crafting effective visual storytelling.					X
L07	Developing a creative portfolio and managing projects.					X

Relationship Between Course Learning Outcomes and Program Competencies									
No	Program Competencies	Learning Outcomes						Total Effect (1-5)	
		L01	L02	L03	L04	L05	L06		L07
1	Understanding the formal and informal processes associated with a business structure				X	X			3
2	Evaluate a business on the basis of all functional units.				X				1
3	To use analytical thinking effectively in the decisions taken for the problem-solving process				X	X		X	3
4	Having a vision of self-improvement and learning				X	X	X		4
5	To carry out all activities within this framework, equipped with ethics.	X	X	X	X	X	X	X	8
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.		X						2
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	X	X	X	X			X	5
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions		X	X		X			3
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing		X						1
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.		X	X	X				3
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.		X	X	X				3

12	To follow and correctly interpret the current trends developing within the framework of marketing			X					1
								Total Effect	34

Policies and Procedures

Exams: Two face-to-face exams will be conducted as part of the MAR 311 course: one midterm exam and one final exam.

40% of the course grade will come from the midterm exam, and the remaining 60% will come from the final exam.

Attendance and Rules:

Appeals: Updates may be made to the program and methods specified in this syllabus in response to constraints or needs that may arise during the semester.