

NEAR EAST UNIVERSITY

FACULTY OF COMMUNICATION

BSc PROGRAM in VISUAL COMMUNICATION DESIGN

COURSE CATALOGUE

2021-22 FALL

➤ **QUALIFICATION AWARDED**

The students who successfully complete the program are awarded the degree of Bachelor of Visual Communication Design.

➤ **LEVEL OF QUALIFICATION**

This is a First Cycle (Bachelor's Degree) program

➤ **SPECIFIC ADMISSION REQUIREMENTS**

In the framework of the regulations set by Higher Education Council of Turkey (YÖK), student admission for this undergraduate program is made through a university entrance examination called ÖSYS. Following the submission of students' academic program preferences, Student Selection and Placement Center (ÖSYM) places the students to the relevant program according to the score they get from ÖSYS.

Exchange student admission is made according to the requirements determined by bilateral agreements signed by NEU and the partner university.

Visiting students can enroll for the courses offered in this program upon the confirmation of the related academic unit. Additionally, they need to prove their Turkish language level since the medium of instruction of the program is Turkish.

➤ **QUALIFICATION REQUIREMENTS AND REGULATIONS**

The students studying in this undergraduate program are required to have a Cumulative Grade Points Average (Cum. GPA) of not less than 2.00/4.00 and have completed all the courses with at least a letter grade of DD/S in the program in order to graduate. The minimum number of ECTS credits required for graduation is 240.

➤ **RECOGNITION OF PRIOR LEARNING**

At Near East University, full-time students can be exempted from some courses within the framework of the related bylaws. If the content of the course previously taken in another institution is equivalent to the course offered at NEU, then the student can be exempted from this course with the approval of the related faculty/graduate school after the evaluation of the course content.

➤ **PROFILE OF THE PROGRAM**

Today, effective communication is closely associated with technology. Within this context, visual communication design continues to flourish as the cohesion of communication, design and technology has become an inevitable requirement for effective visual communication. NEU Faculty of Communication Department of Visual Communication and Design has set it as its fundamental objective to provide the students with all opportunities required for a quality education and pave the way for them towards becoming creative, competent, critical thinking, multifaceted, socially conscious, self-confident and constantly renewing individuals that equipped with contemporary professional ethics, knowledge and skills required to address the needs of society and the sector involved in arts and culture, animation, web and graphic design, cinema-TV, stage and visual design, and multimedia branches. The Department attaches a special emphasis on the conception, creation, planning, and encourages innovative ideas to realize creative design solutions for effective visual communication.

➤ **PROGRAM OUTCOMES**

1	To have the knowledge to use communication media and tools competently.
2	To be able to use creativity and strengths as an individual.
3	To be able to knowledge uses new methods and technologies and is relevant to the field.
4	To be able to be aware of the laws, regulations, and legislation related to the field and act accordingly.
5	To be able to Identify the processes, methods and techniques related to the production of scientific knowledge.
6	To be able to develop and implement appropriate communication strategies, methods and techniques, taking into account the communication characteristics, needs or differences of individuals, groups or institutions.
7	To be able to communicate effectively in Turkish, both orally and in writing; to be able to author and comprehend written reports, to be able to prepare design and implementation reports, to present effectively, to be able to give and receive clear and comprehensible instructions.
8	To be able to take responsibility individually or as a team member in applications related to the field.
9	To able be to use information and communication technologies together with computer software with at least the European Computer License Advanced Level required by field.
10	To be able to collect data in the area of communication and to be able to communicate with colleagues in a foreign language. ("European Language Portfolio Global Scale", Level B1)
11	To be able closely follows, actively participates and organizes artistic, cultural and social events.
12	To be able to have democracy, human rights, history, social, scientific and professional ethical values.
13	To be able to knowledge about theory, method, strategy and techniques related to her field.

➤ **COURSE & PROGRAM OUTCOMES MATRIX**

COURSE CODE	COURSE NAME	PROGRAM OUTCOMES												
		1	2	3	4	5	6	7	8	9	10	11	12	13
1st Year– 1st Semester														
İLF101	Introduction to Communication	-	-	-	-	3	5	-	3	-	-	-	2	4
TUR101	Turkish I	-	-	-	-	-	-	5	-	-	-	-	-	-
ING101	English I	-	-	-	-	-	-	-	-	-	5	-	-	2
AİT101	Ataturk's Principles I	-	-	-	-	-	-	-	-	-	-	-	4	-
KHM102	Introduction to Law	-	-	-	5	3	-	-	-	-	-	-	5	4
GİT102	Basic Art Education	2	3	4	-	-	-	-	3	2	-	5	-	-
GİT103	Introduction to Computer Design	2	4	4	-	-	-	-	3	4	-	5	-	-
KAM100	Campus Orientation	2	-	-	-	-	-	-	-	-	-	-	-	-
BİL101	Computer I	-	-	-	-	-	-	-	-	5	-	-	-	-
1st Year – 2nd Semester														
İLF108	History of Communication	4	-	-	-	5	4	-	3	-	-	-	2	4
İLF122	Sociology	4	-	-	-	5	4	-	2	-	-	-	2	3
TUR102	Turkish II	-	-	-	-	-	-	5	-	-	-	-	-	-
ING102	English II	-	-	-	-	-	-	-	-	-	5	-	-	2
AİT102	Ataturk's Principles II	-	-	-	-	-	-	-	-	-	-	-	-	4
GİT101	Basic Design	2	3	4	-	-	-	-	3	3	-	5	-	-
GİT203	History of Art	-	4	4	-	-	-	-	-	-	-	5	-	-
KTK100	Cyprus: History and Culture	-	-	-	-	-	-	-	-	-	-	-	4	-
KAR100	Career Planning	2	4	-	-	-	-	-	-	-	-	-	-	-
2nd Year - 1st Semester														
İLF208	Political Science	-	-	-	5	3	-	-	-	-	-	-	5	4
İLF217	Theories of Communication	4	-	-	-	3	5	-	3	-	-	-	2	4

GZT209	Basic Photography	1	3	4	-	-	-	-	2	2	-	5	-	-
GİT201	Graphic Design 1	2	4	4	-	-	-	-	3	4	-	5	-	-
GİT222	Illustration	2	3	4	-	-	-	-	4	4	-	5	-	-
GİT303	Studying Art Works	-	4	4	-	-	-	-	-	-	-	5	-	-
2nd Year - 2nd Semester														
İLF202	Sociology of Communication	-	-	-	-	3	5	-	3	-	-	-	2	4
RTS244	Cinematography	1	2	3	-	-	-	-	1	-	-	4	-	5
GİT209	Photo-Graphics	1	3	2	-	-	-	-	-	4	-	5	-	-
GİT202	Graphic Design II	5	2	3	-	-	-	-	1	4	-	4	-	5
GİT207	Brand Design	1	2	3	-	-	-	-	1	-	-	4	-	5
GİT208	Advertising Reviews in the Media	4	3	3	-	-	-	-	1	4	-	4	-	5
3rd Year - 1st Semester														
GİT405	Typography	5	2	3	-	-	-	-	1	4	-	4	-	5
RTS241	Editing	1	2	3	-	-	-	-	1	3	-	4	-	5
GZT219	Basic Programming for New Media	4	2	2	-	-	-	-	1	4	-	4	-	5
GİT301	Graphic Animation I	3	2	3	-	-	-	-	1	4	-	4	-	5
GİT311	Publication Design	5	2	3	-	-	-	-	1	4	-	4	-	5
3rd Year - 2nd Semester														
GİT309	Communication and Design	-	-	-	-	3	5	-	3	-	-	-	2	4
RTS 322	Short Film Making	2	1	3	-	-	-	-	1	3	-	4	-	5
GZT308	Creative Writing	-	-	-	-	2	5	-	3	-	-	-	2	4
GİT302	Graphic Animation II	3	3	4	-	-	-	-	1	4	-	4	-	5
GİT322	Web Design	3	2	4	-	-	-	-	1	4	-	3	-	5
4th Year - 1st Semester														
İLF413	Media Ethics	-	-	-	-	2	4	-	3	-	-	-	5	4
GİT332	Creative Workshop	4	5	4	-	-	-	-	2	4	-	3	-	5

GİT407	Digital Game Design	3	3	4	-	-	-	-	2	4	-	3	-	5
4th Year - 2nd Semester														
İLF405	Cultural Studies	-	-	-	-	2	3	-	3	-	-	-	4	5
İLF444	Communication and Modernity	-	-	-	-	2	3	-	3	-	-	-	4	5
GİT440	Department Project	3	5	4	-	-	-	-	2	4	-	3	-	5
ELECTIVE COURSES														
GİT226	Urban Graphics	3	3	4	-	-	-	-	2	4	-	3	-	5
GİT430	Infographic	3	2	4	-	-	-	-	4	3	-	3	-	5
CFA205	Story Design	-	4	4	-	-	-	-	-	-	-	5	-	-
TUR221	Diction and Oratory	-	-	-	-	2	3	-	3	-	-	-	4	5
İLF321	Studio Photography	1	4	3	-	-	-	-	2	3	-	5	-	-
İLF333	Advertising Photography	1	3	4	-	-	-	-	2	2	-	5	-	-
FOKT101	History of Photography and Motion Picture	-	4	4	-	-	-	-	-	-	-	5	-	2
HİT333	Social Media and Digital Implementations	-	4	3	-	-	-	-	-	-	-	5	-	4
FOREIGN LANGUAGES														
ING101	English I													
ING102	English II													

* 1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

➤ OCCUPATIONAL PROFILES OF GRADUATES

Visual communication designers can be employed by many sectors involved in web design, graphic animation, art directing, television news reporting, desktop publishing and public relations, actual reporting, media using advanced technological printing techniques and satellite communications, and organizations that provide data communication through information technologies.

➤ ACCESS TO FURTHER STUDIES

The students graduating from this program may apply to graduate programs.

➤ PROGRAM STRUCTURE

The undergraduate program in Visual Communication Design consists of 54 courses with 240 ECTS credits in total.

In each program, there are common compulsory courses identified by the Higher Education Council of Turkey (YÖK) and other common courses determined by the University Senate.

Beginning from the junior (third) year, elective courses are anticipated in each semester.

There are 9 elective courses in the undergraduate program.

COURSES OFFERED THROUGHOUT THE UNIVERSITY		
Common University Courses	Campus Orientation	The students are registered to this course at the beginning of the first semester of the freshman year to familiarize them with the campus life at NEU.
	Career Planning	The students are registered to this course at the beginning of their second semester of the freshman year to help them prepare for work life after graduation.
	Cyprus History and Culture	This course is taken by students in their freshmen year and it aims to help them to familiarize them with the local history and culture.
Common Compulsory Courses (YÖK Courses)	Turkish Language I-II (Turkish for Foreigners I & II to replace this course for international students) Principles of Atatürk and History of Revolution I-II	These are the compulsory courses which are required to be offered in all of the associate and undergraduate programs in Turkey according to the Higher Education Legislation.
	Information Technologies	This course is anticipated in all the associate and undergraduate programs in Turkey in order to make the students gain the qualifications related to basic information technologies.
	Foreign Language (ENGLISH) I & II	This course is offered in the first and second semester and conducted according to the program curriculum of each faculty.

➤ Course Structure Diagram with Credits

To see the course details (such as objectives, learning outcomes, content, assessment and ECTS workload), click the relevant Course Code given in the table below.

1 st Year Fall Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
İLF101	-	Introduction to Communication	3	3	0	3
TUR101	-	Turkish I	2	2	0	2
ING101	-	English I	3	3	0	3
AİT101	-	Ataturk's Principles I	2	2	0	2
KHM102	-	Introduction to Law	3	3	0	3
GİT102	-	Basic Art Education	2	2	1	3

GİT103	-	Introduction to Computer Design	2	2	1	3
KAM100	-	Campus Orientation	0	0	0	0
BİL101	-	Computer I	2	2	2	3
Toplam						30

1 st Year Spring Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
İLİF108	-	History of Communication	3	0	3	7
İLİF122	-	Sociology	3	0	3	7
TUR102	TUR101	Turkish II	2	0	2	2
İNG102	İNG101	English II	3	0	3	3
AİT102	AİT101	Ataturk's Principles II	2	0	2	2
GİT101	-	Basic Design	2	1	3	3
GİT203	-	History of Art	3	0	3	2
KTK100	-	Cyprus: History and Culture	3	0	2	2
KAR100	-	Career Planning	0	0	0	2
Toplam						30

2 nd Year Fall Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
İLİF208	-	Political Science	3	0	3	5
İLİF217	-	Theories of Communication	3	0	3	5

GZT209	-	Basic Photography	2	1	3	5
GİT201	-	Graphic Design I	2	1	3	5
GİT222	-	Illustration	2	1	3	5
GİT 303	-	Studying Art Works	3	0	3	5
Toplam						30

2 nd Year Spring Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
İLİF202	-	Sociology of Communication	3	0	3	5
RTS244	-	Cinematography	3	0	3	5
GİT209	-	Photo-Graphics	2	1	3	5
GİT202	GİT201	Graphic Design II	2	1	3	5
GİT207	-	Brand Design	3	0	3	5
GİT208	-	Advertising Reviews in the Media	3	0	3	5
Toplam						30

3 rd Year Fall Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
GİT405	-	Typography	2	1	3	5
RTS241	-	Editing	2	1	3	5
GZT219	-	Basic Programming for New Media	2	1	3	5
GİT301	-	Graphic Animation I	2	1	3	5
GİT311	-	Publication Design	2	1	3	5
-	-	Elective Course	3	0	3	5
Toplam						30

3 rd Year Spring Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
GİT309	-	Communication and Design	3	0	3	5
RTS322	-	Short Film Making	2	1	3	5
GZT308	-	Creative Writing	3	0	3	5
GİT302	GİT301	Graphic Animation II	2	1	3	5
GİT322	-	Web Design	2	1	3	5
-	-	Elective Course	3	0	3	5
Toplam						30

4 th Year Fall Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
İLİF 413	-	Media Ethics	3	0	3	5
GİT 332	-	Creative Workshop	2	1	3	5
GİT 407	-	Digital Game Design	2	1	3	5
-	-	Elective Course	3	0	3	5
-	-	Elective Course	3	0	3	5
-	-	Elective Course	3	0	3	5
Toplam						30

4 th Year Spring Semester						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
İLİF405	-	Cultural Studies	3	0	3	5
İLİF444	-	Communication and Modernity	3	0	3	5
GİT 440	-	Department Project	2	1	3	5

-	-	Elective Course	3	0	3	5
-	-	Elective Course	3	0	3	5
-	-	Elective Course	3	0	3	5
Toplam						30

Elective Courses						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
GİT226	-	Urban Graphics	2	1	3	5
GİT430	-	Infographic	2	1	3	5
CFA205	-	Story Design	3	0	3	5
TUR221	-	Diction and Oratory	3	0	3	5
İLİF321	-	Studio Photography	2	1	3	5
İLİF333	-	Advertising Photography	2	1	3	5
FOKT101	-	History of Photography and Motion Picture	3	0	3	5
HİT333	-	Social Media and Digital Implementations	3	0	3	5

Non-Technical (Non Field-Related) Elective Courses						
Course Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
KTK100	-	Cyprus: History and Culture	3	0	2	2

Additional Notes
A total of 240 ECTS credits of courses are required to graduate.
If you need support for these courses due to your disability, please refer to Disability Support Unit. Contact; engelsiz@neu.edu.tr

Exam Regulations & Assessment & Grading

Exam Regulations and, Assessment, and Grading

For each course taken at NEU, the student is given one of the letter grades below by the instructor as the semester course grade. Each grade has also its ECTS grade equivalent

The table below provides the detailed information about the local letter grades, coefficients and ECTS grade equivalents.

SCORE	GRADE	COEFFICIENT	ECTS Grade
90-100	AA	4.0	A
85-89	BA	3.5	B*
80-84	BB	3.0	B*
75-79	CB	2.5	C*
70-74	CC	2.0	C*
60-69	DC	1.5	D
50-59	DD	1.0	E
49 and below	FF	0.0	F

*for these ones, the higher grade is applied

In order to be successful in a course, short cycle (associate degree) and first cycle (bachelor's degree) students have to get a grade of at least DD, second cycle (master's degree) students have to get a grade of at least CC, and third cycle (Ph.D.) students have to get a grade of at least CB to pass a course. For courses which are not included in the cumulative GPA, students need to get a grade of S.

Apart from that, each local grade has its equivalent ECTS grade which makes it easier to transfer the grades of mobility periods of students. The chart above shows the ECTS grading system at NEU.

Also, among the Letter Grades;

I	Incomplete
S	Satisfactory Completion
U	Unsatisfactory
P	Successful Progress
NP	Not Successful Progress

EX	Exempt
NI	Not included
W	Withdrawal
NA	Non-Attendance

Grade of I (Incomplete), is given to students who are not able to meet all the course requirements at the end of the semester or summer school due to a valid justification accepted by the instructor. Students who receive a letter grade “I” must complete their missing course requirements and receive a letter grade within one week following the date the end of semester grades or summer school grades submitted. However, in the event of special cases, this period can be extended until two weeks before the beginning of registration for the next semester, upon the recommendation of the respective Graduate School department head and the decision of that academic unit’s administrative board. Otherwise, grade of “I” will automatically become grade of FF, or grade of U.

Grade of S (Satisfactory) is given to students who are successful in non-credited courses.

Grade of U (Unsatisfactory) is given to students who are unsuccessful in non-credited courses.

Grade of P (Successful Progress) is given to students, who continue to the courses that are not included in the GPA that has a period exceeding one semester, and regularly performs the academic studies for the respective semester.

Grade of NP (Not Successful Progress) is given to students, who do not regularly perform the academic studies for the respective semester for courses that are not included in the GPA and have a period exceeding one semester.

Grade of EX (Exempt), is given to students who are exempt from some of the courses in the curriculum.

Grade of NI (Not included) is issued to identify the courses taken by the student in the program or programs which are not included in the GPA of the student. This grade is reported in the students’ transcripts with the respective letter grade. Such courses are not counted as the courses in the program that the student is registered to.

Grade of W (Withdrawal) is used for the courses that the student withdraws from in the first ten weeks of the semester following the add/drop period, upon the recommendation of his/ her advisor and the permission of the instructor that teaches the course. A student is not allowed to withdraw from courses during the first two semesters of his/ her associate/undergraduate degree program and from those courses he/she has to repeat and received grade “W” before, which are not included in the grade average. A student is allowed to withdraw from two courses at the most during his/ her associate degree study, and four courses during his/her undergraduate study upon the recommendation of the advisor and the permission of the instructor that teaches the course. A student has to take the course that he/she withdrew from, the first semester in which it is offered.

Grade “NA” (Non-Attendance) is issued by the instructor for students who fail to fulfil the attendance and/or requirements of the course and/or who lose their right to take the end of semester exam because they failed to take any of the exams administered throughout the semester. Grade “NA” is not considered in the average calculations.

Both the ECTS grades and the local grades of the students are displayed on the official transcript of the students.

➤ **GRADUATION REQUIREMENTS**

In order to graduate from this undergraduate program, the students are required;
to succeed in all of the courses listed in the curriculum of the program by getting the grade of at least DD/S with a minimum of 240 ECTS
to have a Cumulative Grade Point Average (CGPA) of 2.00 out of 4.00

➤ **MODE OF STUDY**

This is a full time program.

➤ **PROGRAM DIRECTOR (OR EQUIVALENT)**

Assist. Prof. Dr. Savaş GÜNGÖR, Head of Department of Visual Communication Design, Faculty of Communication, Near East University

➤ **EVALUATION QUESTIONNAIRES**

Evaluation Survey

Graduation Survey

Satisfaction Survey