

İndirilme Tarihi

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GİT204 - ADVERTISING - Güzel Sanatlar Fakültesi - Görsel İletişim Tasarımı Bölümü

General Info

Objectives of the Course

The aim of this course is to enable students to gain the ability to plan an advertising campaign by learning the basic concepts of advertising, its relationship with other disciplines, advertising channels, advertising-related processes, institutions and new trends.

Course Contents

The course consists of examining and discussing advertising processes, parties and media through various projects. Basic concepts related to advertising and advertising and all stages of advertising campaign processes are demonstrated and developed through applied projects. As a result of in-class discussion and evaluation and examination of case studies, the topics covered are integrated into the content.

Recommended or Required Reading

Aksoy, Temel. (2017) Efsaneler ve Gerçekler: Pazarlama Nasıl Yapılır?

Planned Learning Activities and Teaching Methods

Lecture, discussion and interpretation through examples

Recommended Optional Programme Components

Follow-up of current and archive advertisements from web databases related to the advertising industry every week.

Instructor's Assistants

There is no Assistant Instructor

Presentation Of Course

Traditional method in classroom environment

Dersi Veren Öğretim Elemanları

Prof. Dr. Göksel Şimşek

Program Outcomes

1. 117 / 5.000 Learns the basic philosophy of advertising. Understands and interprets its relationships with the disciplines of Communication, Marketing and Art.
2. Learn about the stages of the Advertising Planning Process. Understand how creativity is developed in advertising.
3. Gain detailed information about Advertising Media and learn Advertising Strategy development processes.

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Reklamcılık Kitabı (Sayfa2-22) Temel Aksoy (187-19 s)	Presentation and Discussion	Advertising and Advertising Philosophy	
2	Reklamcılık Kitabı (Sayfa2-22) Temel Aksoy (187-19 s)	Presentation and Discussion	Relationship between advertising and marketing disciplines	
3	Reklamcılık Kitabı AOF Yayınları (Sayfa11-22) (Sayfa70-85)		Analysis of the concept of advertising in the world and in Turkey throughout the historical process.	
4	Reklamcılık Kitabı AOF Yayınları (Sayfa11-22) (Sayfa70-85)		' Advertising as a Communication Process ' Parties of Advertising as a Mass Media Tool and Elements of the Communication Process	
5	Reklamcılık Kitabı AOF Yayınları (Sayfa11-22) (Sayfa70-85)		' Advertising as a Communication Process ' Parties of Advertising as a Mass Media Tool and Elements of the Communication Process	
6	Reklamcılık Kitabı AOF Yayınları (Sayfa: 40-60)		Advertising Media and Ad Features According to Advertising Media	
7	Reklamcılık Kitabı AOF Yayınları (Sayfa: 40-60)		Components of Advertising by Medium; Advertising Text, Advertising Visuals, Sound and Music in Advertising	
8			Midterm Exam	
9	Reklamcılık Kitabı AOF Yayınları (Sayfa: 110-140)		How advertising works?	
10	Reklamcılık Kitabı AOF Yayınları (Sayfa: 110-140)		Creativity and production process in advertising	
11	Use AI to evaluate advertisements by finding examples of award-winning commercials.		Examining creative patterns through award-winning advertising examples.	
12	Find advertising agencies in Türkiye and around the world and gather information about their organizational charts, the work they produce, and their working procedures.		Advertising agencies; Structure and Advertising Agency Types	
13	Find advertising agencies in Türkiye and around the world and gather information about their organizational charts, the work they produce, and their working procedures.		Advertising Campaign Process - Situation Analysis	
14	Find advertising agencies in Türkiye and around the world and gather information about their organizational charts, the work they produce, and their working procedures.		Advertising Campaign Process - Determining Advertising Objectives and Message Strategy	
15			Final Exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Derse Katılım	12	1,00
Teorik Ders Anlatım	13	2,00
Küçük Grup Çalışması	8	1,00
Ders Öncesi Bireysel Çalışma	12	1,00
Ders Sonrası Bireysel Çalışma	12	1,00
Gösterim	12	1,00
Tartışmalı Ders	12	1,00
Ev Ödevi	12	1,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

Görsel İletişim Tasarımı Bölümü / Görsel İletişim Tasarımı X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24	P.O. 25	P.O. 26
L.O. 1	2	3	1	1	1	1	2	2	1	2	2	1	1	1												
L.O. 2	3	1	2	2	1	1	2	2	2	3	3	2	2	2												
L.O. 3	1	2	3	3	1	2	2	3	3	3	3	3	3	3												

Table :

- P.O. 1 :** Has a technical and theoretical command of the historical development of the field of Visual Communication Design.
- P.O. 2 :** Describes concepts, ideas, facts, and problems related to the field and perceives them multidimensionally.
- P.O. 3 :** Possesses proficiency in problem-solving skills, techniques, and methods, along with the ability to apply the terminology that evaluates art and design on a common basis.
- P.O. 4 :** Has technological and theoretical knowledge, equipment, and aesthetic awareness related to the field.
- P.O. 5 :** Utilizes the knowledge acquired from various branches of art and design with an interdisciplinary approach to contribute to the development of the field.
- P.O. 6 :** Understands the transformation and development processes of the discipline of Graphic Design from past to present and applies this knowledge to current problems.
- P.O. 7 :** Understands the transformation and development processes of the media field from past to present and applies this knowledge to current problems.
- P.O. 8 :** Can analyze and implement solutions for two-dimensional, three-dimensional, and four-dimensional design problems.
- P.O. 9 :** Can theoretically and philosophically justify their practical implementations.
- P.O. 10 :** Acquires application and communication skills to present their designs effectively.
- P.O. 11 :** Has the ability to comprehend and reflect the visual language of art and design, including aesthetic sensitivity, in their work.
- P.O. 12 :** Possesses the ability to utilize different artistic and industrial production techniques.
- P.O. 13 :** Acquires theoretical knowledge to explain meaning and signification in visual communication.
- P.O. 14 :** Understands the advertising campaign process and can develop visual applications.

- P.O. 15 :** Has proficiency in internet and new media theories and applications.
- P.O. 16 :** Can define the sociological, philosophical, and historical process of human existence in a cultural dimension.
- P.O. 17 :** Analyzes organic and geometric forms of the human body and recognizes and applies the concept of volume that gives a sense of the third dimension on a two-dimensional surface.
- P.O. 18 :** Utilizes current computer technologies relevant to their field.
- P.O. 19 :** Conducts natural and artificial object studies related to vision and form.
- P.O. 20 :** Theoretically defines media, communication, and artistic processes and develops strategies.
- P.O. 21 :** Produces original ideas and solutions within the framework of project requirements.
- P.O. 22 :** Develops communication strategies focused on target audiences, products/services, and market needs.
- P.O. 23 :** Effectively produces designs using all types of visual media, from freehand drawing to computer graphics.
- P.O. 24 :** Adapts the knowledge and skills acquired during education to the industry.
- P.O. 25 :** Possesses fundamental knowledge of artistic practices and design.
- P.O. 26 :** Engages in both intra-disciplinary and interdisciplinary collaboration.
- L.O. 1 :** 117 / 5.000 Learns the basic philosophy of advertising. Understands and interprets its relationships with the disciplines of Communication, Marketing and Art.
- L.O. 2 :** Learn about the stages of the Advertising Planning Process. Understand how creativity is developed in advertising.
- L.O. 3 :** Gain detailed information about Advertising Media and learn Advertising Strategy development processes.