



YALOVA UNIVERSITY

2016-2017 ACADEMIC YEAR CURRICULUM

FACULTY: FACULTY OF ART AND DESIGN

DEPARTMENT: COMMUNICATION ARTS

I. SEMESTER/ FALL					II. SEMESTER/SPRING						
CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS	CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS
		T	U					T	U		
ISN101	INTRODUCTION TO COMMUNICATION	3	0	3	5	ISN102	SCIENTIFIC RESEARCH METHODS	3	0	3	4
ISN103	SOCIOLOGY	3	0	3	4	ISN104	HISTORY OF COMMUNICATION	2	0	2	3
ISN109	INTRODUCTION TO BUSINESS	3	0	3	4	ISN106	ART HISTORY	3	0	3	4
ISN111	INTRODUCTION TO PHOTOGRAPHY	3	0	3	4	ISN108	SOCIAL PSYCHOLOGY	2	0	2	3
ISN107	FUNDAMENTALS OF ART	3	0	3	4	ISN110	VISUAL COMMUNICATION	3	0	3	4
YDB101	FOREIGN LANGUAGE I (ENGLISH)	2	0	0	3	ISN112	BASIC PHOTOGRAPHY	2	0	2	3
TDB101	TURKISH LANGUAGE I	2	0	0	3	YDB102	FOREIGN LANGUAGE II (ENGLISH)	2	0	0	3
AIB101	PRINCIPLES OF ATATURK AND HIST. OF REV. I	2	0	0	3	TDB102	TURKISH LANGUAGE II	2	0	0	3
						AIB102	PRINCIPLES OF ATATURK AND HIST. OF REV. II	2	0	0	3
TOTAL CREDITS		21	0	15	30	TOTAL CREDITS		21	0	15	30

III. SEMESTER/ FALL					IV. SEMESTER/SPRING						
CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS	CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS
		T	U					T	U		
ISN211	COPYWRITING	2	2	3	4	ISN202	TELEVISION JOURNALISM AND REPORTING	2	0	2	4
ISN203	THEORIES OF COMMUNICATION	3	0	3	5	ISN214	CAMERA USING TECHNIQUES	2	4	4	5
ISN213	CINEMATOGRAPHY	2	4	4	5	ISN206	HISTORY OF WORLD CINEMA	2	0	2	4
GRF201	FUNDAMENTALS OF DESIGN	2	2	3	5	ISN208	MASS COMMUNICATION	2	0	2	4
ISN207	INTRO. TO PUBLIC RELATIONS AND ADVERTISING	3	0	3	4	ISN216	CREATIVITY	2	2	3	3
BIL201	COMPUTER APPLICATIONS I	2	2	3	4	BIL202	COMPUTER APPLICATIONS II	2	2	3	4
ISN215	EFFECTIVE COMMUNICATION AND SPEAKING	2	2	3	3	ISN218	INTRODUCTION TO RADIO TV AND CINEMA	2	0	2	3
						ISN220	ART CRITICISM	3	0	3	3
TOTAL CREDITS		16	12	22	30	TOTAL CREDITS		17	8	21	30

V. SEMESTER/ FALL					VI. SEMESTER/SPRING						
CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS	CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS
		T	U					T	U		
ISN319	INTRODUCTION TO EDITING	2	4	4	4	ISN302	EDITING APPLICATIONS (C)	2	2	3	6
	ELECTIVE COURSE				24		ELECTIVE COURSE				24
TOTAL CREDITS					30	TOTAL CREDITS					30

24 ECTS must be chosen from the elective courses

24 ECTS must be chosen from the elective courses

VII. SEMESTER/ FALL					VIII. SEMESTER/SPRING						
CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS	CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS
		T	U					T	U		
ISN415	SHORT FILM	2	4	4	4	ISN402	GRADUATION PROJECT	2	6	5	10
ISN403	TV AND CINEMA ADAPTATION FROM NOVELS	3	0	3	5		ELECTIVE COURSE				20
	ELECTIVE COURSE				20						
TOTAL CREDITS					30	TOTAL CREDITS					30

20 ECTS must be chosen from the elective courses

20 ECTS must be chosen from the elective courses

ELECTIVE COURSES											
V. SEMESTER/ FALL					VI. SEMESTER/SPRING						
CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS	CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS
		T	U					T	U		
ISN303	STATISTICS	3	0	3	4	ISN304	THEORIES OF CINEMA	3	0	3	4
ISN305	TV AND RADIO PROGRAMING	3	0	3	4	ISN306	MEDIA LITERACY	2	0	2	4
ISN307	POLITICAL HISTORY	3	0	3	4	ISN308	TURKISH CINEMA	3	0	3	4
ISN309	SCENERY	3	0	3	4	ISN310	TV AUDIENCE MEASUREMENT AND RAITING	3	0	3	4
ISN311	COMMUNICATION AND COPYRIGHT LAW	3	0	3	4	ISN312	REPRODUCTION	2	2	3	4
ISN313	DOCUMENTARY AND NEWS PHOTOGRAPHY	3	0	3	4	ISN314	ART DIRECTION IN TV AND CINEMA	3	0	3	4
ISN317	PRINTING TECHNIQUES AND CHROMATICS	3	0	3	4	ISN316	MARKETING AND PERSUASION TECHNICS	3	0	3	4
ISN301	SCRIPTWRITING AND DRAMATURGY	3	0	3	6	ISN318	INTEGRATED MARKETING COMMUNICATION	3	0	3	4
ISN325	ADVERTISING PHOTOGRAPHY I	2	2	3	4	ISN320	SEMANTICS AND VISUAL ANALYSIS	2	0	2	4
ISN329	INFORMATION SOCIETY	3	0	3	4	ISN322	ADVERTISING PHOTOGRAPHY II	2	2	3	4
ISN331	NEW MEDIA	3	0	3	4	ISN324	CONTEMPORARY ART	2	0	2	4
ISN333	PUBLIC OPINION AND DIPLOMACY	3	0	3	4	ISN326	ORGANIZATIONAL COMMUNICATION	2	0	2	4
ISN335	ANIMATION APPLICATIONS	2	2	3	6	ISN328	ECONOMICS	2	0	2	4
ISN337	OTTOMAN PERIOD PRESS HISTORY	2	0	2	3	ISN330	ADVERTISING DESIGN	2	2	3	4
						ISN332	ADVERTISING PRODUCTION	2	2	3	4
						ISN334	DIGITAL PUBLIC RELATIONS	2	0	2	4
						ISN336	TURKISH PRESS HISTORY	3	0	3	4
						ISN338	INTERVIEW TECHNIQUES	2	2	3	6
						ISN340	POLITICAL ECONOMY OF MEDIA	3	0	3	4
						ISN342	LOCAL JOURNALISM	2	2	3	4
						ISN344	NEW AGENCY	2	2	3	4
						ISN346	REPUBLICAN PERIOD PRESS HISTORY	2	0	2	2
						ISN348	INTERNET REPORTING				

VII. SEMESTER/ FALL					VIII. SEMESTER/SPRING						
CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS	CODE	COURSE NAME	Weekly Course Hours		CREDITS	ECTS
		T	U					T	U		
ISN405	ADVERTISING CAMPAIGNS	3	0	3	4	ISN404	MEDIA PLANING	3	0	3	4
ISN407	SOCIAL MEDIA AND COMMUNICATION	2	0	2	4	ISN406	OCCUPATIONAL ETHICS	3	0	3	4
ISN409	COMMERCIALS	3	0	3	4	ISN408	SPONSORSHIP	3	0	3	4
ISN411	POPULAR CULTURE AND COMMUNICATION	2	0	2	4	ISN410	FILM INDUSTRY DISTRIBUTION AND SCREENING	3	0	3	4
ISN413	CONSUMER BEHAVIOR	3	0	3	4	ISN412	PUBLISHING MANAGEMENT	3	0	3	4
ISN401	FILM ANALYSIS	3	0	3	5	ISN414	IMAGE MANAGEMENT	3	0	3	4
ISN417	EFFECTIVE PRESENTATION TECHNIQUES	3	0	3	4	ISN416	MEDIA AND PUBLIC OPINION	3	0	3	4
ISN419	SOCIAL RESPONSIBILITY	2	0	2	4	ISN418	THIRD CINEMA	3	0	3	4
ISN421	NEW MEDIA AND PUBLISING	2	0	2	4	ISN420	SHORT FILM PRODUCTION	2	4	4	6
ISN 423	SPORTS PHOTOGRAPHY	2	2	3	4	ISN422	MUSIC IN CINEMA	3	0	3	4
ISN 425	MEDIA ANALYSIS	3	0	3	4	ISN424	POPULAR CULTURE AND MEDIA	2	0	2	3
ISN 427	ECONOMY AND FINANCE JOURNALISM	3	0	3	4	ISN426	FIELD REPORTING II	3	0	3	3
ISN 429	POLITICAL COMMUNICATION	3	0	3	4	ISN428	ALTERNATIVE MEDIA	2	0	2	3
ISN 431	DOCUMENTARY PRODUCTION AND DIRECTION	2	2	3	6						
ISN433	INVSTIGATIVE JOURNALISM	2	2	2	4						
ISN435	INTERNATIONAL COMMUNICATION	2	0	2	3						
ISN437	PRESS ADMINISTRATION	2	0	2	3						
ISN439	FIELD REPORTING I	3	0	3	3						

: 240 ECTS of course load.