

COURSE INFORMATION					
Course Title	Code	Semester	T+L+P Hour	Credits	ECTS
Presentation of Medicine on Media	MED 627	Spring	2+0+0		2

Prerequisites	None
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Language of Instruction	English/Turkish
Course Level	Undergraduate
Course Type	Free Elective
Course Coordinator	Mehtap Kaçar, Assoc. Prof.
Instructors	Sevil Çörekçi / İnci Balaban
Assistants	
Goals	To teach deep understanding to approaches & visual methods/tools available as community communication media in conveying medical knowledge. To analyze technical features and to develop an understanding of aesthetics behind. To develop skills in conveying messages presented via media tools.
Content	Sensual and perceptual theories of visual communication. Analysis and reading the meaning of the images presented in the media as a PR tool.

Learning Outcomes	Program Outcomes	Teaching Methods	Assessment Methods
Recognizes the meaning of the visual literacy as intellectual property	1.2.	1, 2, 3, 4, 6	A,B,C
Describes the physical features of the light and theory of vision	1.2.	1, 2, 3, 4, 6	A,B,C
Analyzes the images with the help of sensual and perceptual theories such as Gestalt, Constructivism, Semiology and Cognitive Approach.	1.2., 1.4., 1.6.	1, 2, 3, 4, 6	A,B,C
Recognizes the differences between advertising, journalism and public relations.	1.2., 1.4., 1.6., 2.1., 2.3., 2.4.	1, 2, 3, 4, 6	A,B
Describes the historical and cultural stereotypes used in the media	1.2., 1.4., 1.6., 2.3., 2.4.	1, 2, 3, 4, 6	A,B
Interprets images in the media (such as typography, graphic design, infographics, photography, TV, computer, internet) in technical, historical, cultural, ethical and critical aspects.	1.2., 1.4., 1.6., 2.1., 2.3., 2.4.	1, 2, 3, 4, 6	A,B

Teaching	1-Lecture; 2-Team Work; 3-Case Study, 4-Discussion Hours 5-Problem
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Methods:	Solving 6- Applied Examples
Assessment Methods:	A: Presentation; B: Homework; C: Application

COURSE CONTENT		
Week	Topics	Study Materials
1	Introduction and Overview	Lecture Notes
2	How do we see? Aldous Huxley and Process of Vision	Lecture Notes
3	Basic Visual Communication Tools and Visual Perception	Lecture Notes
4	Gestalt and Sensual Visual Communication Theories	Lecture Notes
5	Constructivism and Sensual Visual Communication Theories	Lecture Notes
6	Semiology and Perceptual Visual Communication Theories	Lecture Notes
7	Cognitive Approach and Perceptual Visual Communication Theories	Lecture Notes
8	Midterm	
9	Visual Perception in Advertising & PR & Journalism Projects	Lecture Notes & Applied Training
10	Stereotypes and Clichés in Media Projects	Lecture Notes & Applied Training
11	Paul Martin Lester's Perspective to Analyze Visual Message	Lecture Notes & Applied Training
12	Case Studies to Analyze Visual Messages on Media	Lecture Notes
13	Project Presentations/Discussions	Presentation
14	Final	

RECOMMENDED SOURCES	
Textbook	Lester, Paul Martin 'Visual Communication' images with messages, 2006, Thomson Wadsworth
Additional Resources	<ul style="list-style-type: none"> • Messaris, Paul, 'Visual Literacy in the digital age, • Barthes, Roland 'Camera Lucida', 'Göstergeler İmparatorluğu', • Akerson, Erkman Fatma 'Göstergibilim'

MATERIAL SHARING

Documents	Slides and course notes will be shared
Assignments	Presentations will be shared
Exams	Not shared

COURSE CATEGORY	Free Elective
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	PO.1.2.1., 1.2.4.					X
2	PO.1.4.1.				X	
3	PO.1.6.1.					X
4	PO.2.1.1.				X	
4	PO.2.3.1., 2.3.2.				X	
5	PO.2.4.1.				X	

ASSESSMENT		
IN-TERM STUDIES	NUMBER	PERCENTAGE
Midterm Exam	1	70
Homework	1	30
Total		100
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		60
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		40
Total		100

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Lectures	12	2	24
Independent learning	10	2	20
Site visits/discussion	1	4	4
Team Work & Presentations	1	3	3
Mid-term exam	1	1	1
Assignments	1	2	2
Team Work	1	4	4
Final exam	1	2	2
Total Work Load			60
Total Work Load / 30(h)			2
ECTS Credits			2