

ISTINYE UNIVERSITY
FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES
DEPARTMENT OF NEW MEDIA
COURSE DESCRIPTIONS

1st SEMESTER

Basic Photography | ECTS (2+2) 5

This course is an introduction to photography as a visual language. It addresses the fundamental techniques in camera operation, knowledge in design and skills for developing aesthetic photographic images. Students will learn about the history, design, and contemporary trends in photography.

Introduction to Media and Communication Theories | ECTS (3+0) 5

An introduction to Media and Communication Studies. Students will explore theories, key concepts and debates that explain how the media and media technologies influence the way we communicate. Students will learn to apply theories to analyze media contents in news, entertainment and advertising.

Fundamentals of Visual Language | ECTS (3+0) 4

This course intends to provide a basic understanding of how images gain meaning in everyday life and how they can be incorporated into creative practices. Exploring the everyday practice of seeing and being seen the course will introduce a set of critical and analytical tools and concepts that can be integrated into creative expressions of visibility. With an interdisciplinary approach it will cover how imagery have been transformed as a result of changing technologies and the emergence of new forms of producing visual experiences through the 20th and 21st centuries.

Introduction to New Media | ECTS (3+0) 4

The course explores existing theoretical perspectives to understand emergent forms of media culture in the digital age on a global scale. Through a broad range of topics (art, journalism, entertainment, video games, etc.), the course examines the evolution and social implications in the world of new media.

General English I

University Elective Course (Academic Reading and Writing I)

Turkish I

2nd SEMESTER

Digital Photography | ECTS (2+2) 5

This course introduces students with the basic techniques in photography using digital cameras, smartphones and image editing software. The course combines technical theories and studio practice. Students will learn to develop studio skills, such as lighting, composition, and image editing.

Basic Design | ECTS (2+2) 4

This is an introduction to core concepts and techniques of visual design. The course lays the foundation for graphic design, web design, interactive design, and advertisement design. Students will learn to develop design skills in areas of their personal interest.

History of Media Technologies | ECTS (3+0) 4

The course offers a historical overview of the development of media technology. Focusing on the shift from analog to digital media, the course addresses selected topics on the influence of new media technologies in various media formats, such as advertising, television, music, and video games.

General English I

University Elective Course (Academic Reading and Writing II)

Turkish II

3rd SEMESTER

Topics in New Media | ECTS (3+0) 5

This course examines the effects of digital media on interpersonal communication, media industries, and media culture. Depending on the specific focus of this variable course, it may focus on economic, social, political, or aesthetic implications of new media, including the Internet, interactive games, and other new media technologies and applications.

New Media and Data Journalism | ECTS (2+2) 6

The course focuses on developing skills in gathering, interpreting, and producing data for news reporting using the Internet and digital tools. Students will learn how to use, share and distribute information for online and multimedia news reporting through classroom activities and assignments.

Editing Techniques | ECTS (2+2) 6

The course introduces the basic theories and techniques in film and video editing. Students will acquire skills in editing video footage and motion picture.

New Media Theory and Analysis | ECTS (3+0) 5

The course introduces the key theoretical approaches to understand and analyze the role of new media in contemporary society. These theories will enable students to critically reflect on the content, development, and everyday interaction with new media technologies and cultures.

4th SEMESTER

Media, Culture & Society | ECTS (3+0) 5

This course introduces the key concepts and frameworks for the scientific study of media and communication. Students will acquire knowledge on how the media are related to culture and society. With an emphasis on the shift to digital media, the course critically examines the impact of new media in cultural and social processes.

Digital Video Film Production | ECTS (2+2) 6

This course is an introduction to basic skills in digital video production and editing. Students will acquire practical experience in pre-production planning, lighting, shooting with video camera and sound recording.

User Interface Design | ECTS (2+2) 6

This course focuses on user interface design for web and mobile. Students will learn the principles of interface design, such as iconography, use of color, and screen composition. They will acquire skills in designing and developing user-centered web design, website navigation, and professional websites for businesses. Students will also obtain knowledge on the ethical and legal issues concerning user interface design.

Computer Skills for New Media | ECTS (2+2) 5

The course provides students with the necessary media literacy and knowledge of computer science applied to digital media and communication. Students will learn to develop skills in creating digital platform stories that integrate audio, photo, video, and text.

5th SEMESTER

Advanced Editing Techniques | ECTS (2+2) 5

The course introduces the theories and techniques in film and video editing. Students will acquire skills in editing video footage and motion picture.

Consumption Society and Communication | ECTS (3+0) 5

This course is an introduction to key concepts and theories of communication in the context of consumption and consumer culture. The course examines the role of consumption in the construction of social and cultural identities. Students will learn to conduct consumer culture research and design communication strategies in marketing and branding.

New Media and Marketing | ECTS (3+0) 5

This course provides students with the knowledge in how to use social media platforms, such as Facebook and Twitter as marketing tools. Students will learn how to integrate social media into marketing and communication plans.

Digital Research Methods I | ECTS (3+0) 4

This course combines the theoretical and practical elements of research in the media and communication and emphasizes on the use of digital media. Students will be introduced to different theoretical frameworks and methodologies that can be used for qualitative and quantitative research. This course provides students the necessary knowledge for media research in general for conducting graduation projects.

6th SEMESTER

New Media and Popular Culture | ECTS (3+0) 5

Popular culture forms a lens through which we understand the economic, social, and political environment we live in. This course introduces students to the field of cultural studies in which various forms of popular culture will be critically examined through scholarly texts and case studies. Students will develop skills in critical thinking and media analysis. They will also learn about their role and responsibility as consumers and producers of popular culture.

Creative Thinking and Project Design | ECTS (2+2) 5

This course guides students to develop skills for designing and managing creative projects. Topics may include how to efficiently execute projects, proposal and report writing, fundraising, patent acquisition and copy right issues, strategic planning, budgeting, monitoring and evaluation. Students will conduct media and visual projects throughout the semester as they develop these skills.

New Media and Advertising | ECTS (3+0) 4

This is an introduction to advertising using digital media and existing social media platforms, such as Facebook and Twitter. Students will learn how to survey and target the market, place advertisements and posts, and develop campaign on social media.

Digital Research Methods II | ECTS (3+0) 5

This course combines the theoretical and practical elements of research in the media and communication and emphasizes on the use of digital media. Students will be introduced to different theoretical frameworks and methodologies that can be used for qualitative and quantitative research. This course provides students the necessary knowledge for media research in general for conducting graduation projects.

7th SEMESTER

Graduation Project I | ECTS (2+10) 15

Students will work with their advisers on topics of their choice to develop senior projects that will be presented by the end of the academic year.

Media Management | ECTS (3+0) 5

This course provides students with the perspectives of media professionals on the contemporary media environment in both Turkish and global contexts. In this course, students will learn the structure of the media sector, the way it operates, how media companies are managed, the role of advertisers, decision-making process, etc.

8th SEMESTER

Graduation Project II | ECTS (2+10) 15

Students will work with their advisers on topics of their choice to develop senior projects that will be presented by the end of the academic year.

Media Ethics | ECTS (3+0) 5

This course is designed to equip students who plan on pursuing careers in the media with sensitivity to moral and ethical issues concerning media practice. Students will acquire critical thinking skills in the processes of disseminating information and ethical decision making while navigating their role as part of the media saturated society.

AREA ELECTIVE COURSES

Advertising Production | ECTS (3+0) 5

This course is designed to guide students who plan on pursuing a career in advertising production. Students will learn how to design, plan and manage advertising production projects. The course combines lecture and studio hours to introduce the theoretical and practical aspects of advertising production. Topics may include a range of areas, such as print media, broadcasting and web advertising.

Arts Management | ECTS (3+0) 5

This course aims to provide students with the knowledge of management in the area of arts and culture. Topics may include organizational structure and leadership, financial management, strategic planning and programming, marketing and public relations, fundraising, and others.

Brand Management | ECTS (3+0) 5

This course address concepts of brand, brand history, brand identity, branding process, positioning and brand management, brand communication, and brand communication in new media. Apart from theoretical information, brand analysis and branding processes of corporations will be analyzed and applied in this course.

Digital Culture | ECTS (3+0) 5

This course focuses on the cultural and sociological aspects of digital media. Students will explore the forms and extent to which cultural and societal changes take place as a result of new communication media. The course may include such relevant themes as YouTube culture, mobile society, social media and civic engagement, social media and youth culture, etc.

Digital Visual Effects | ECTS (3+0) 5

In this course, students will explore how visual effects contribute to the process of storytelling in motion pictures. Students will be introduced to industry-standard tools and software and produce a marketable demo upon completion of this course.

Film and Genre | ECTS (3+0) 5

This course introduces the aesthetics and interpretation of film and genre theory. By examining a selection of films, students will investigate the key concepts of film theory in relation to the question of genre.

Film and Politics | ECTS (3+0) 5

What makes a film political? How do we make sense of political issues in film? This course examines how film functions as a medium through which political issues and questions are addressed explicitly and implicitly. Students will learn to analyze cinematic narratives, camera techniques, and acting styles to understand the political issues being raised in films.

Film Theory and Criticism | ECTS (3+0) 5

This course provides an overview of the major theories and critical approaches in contemporary film studies. It covers key concepts of narrative, mise-en-scene, spectatorship, ideology, subjectivity, and so on. Students will learn to apply theories to critically analyze films.

Gender, Class, Ethnicity and Media* | ECTS (3+0) 5

This course is an introduction to analysis of media representation with specific focus on issues of gender, class, and ethnicity. Students will develop skills for analyzing media texts, including TV series, films, music videos, advertisements, and social media. Students will learn about their role as media consumers and practitioners in producing and/or challenging stereotypes. They will also develop sensitivity towards diversity in media coverage. **Introduction to Sociology is a prerequisite for this course.**

Independent Filmmaking | ECTS (3+0) 5

This course aims to guide students to express their original ideas and creativity in filmmaking. Students will acquire knowledge of how the film industry works and explore opportunities for independent filmmaking.

Integrated Marketing Communications | ECTS (3+0) 5

In this course, marketing and integrated marketing communication concepts will be introduced. The role of marketing, the concept and role of marketing on the corporate marketing management process will be examined. Concepts of basic marketing principles, marketing rules factors, marketing communication factors, advertising, public relations, positioning, sales, direct sales, and effective market for target groups will be discussed.

Introduction to Philosophy | ECTS (3+0) 5

This course surveys the works of major philosophers in the Western context. Topics may include epistemology, metaphysics, etc.

Issues in Contemporary Media | ECTS (3+0) 5

This course addresses the media and the advent of digital technologies in relation to a variety of contemporary issues. The course content may vary and include such topics as free speech, intellectual property rights, “fake news”, post-truth, etc.

Music in Film and Television | ECTS (3+0) 5

This course focuses on music as an essential and aesthetic element in film and television. The course investigates the historical development and current trends of music in film and television. Students will learn the production and reception aspects of music in film and television.

National Cinema | ECTS (3+0) 5

This course focuses on cinemas outside Hollywood and investigates styles of filmmaking in relation to theories of globalization, colonialism and post-colonialism, and migration. Selected films from different regions, such as Asian, European, South American, African and Arab cinemas will be scrutinized to understand their position in the transnational film production and distribution networks and the borderless world of digital technologies.

Screenwriting I & II | ECTS (3+0) 5

There are two parts of this course (Screenwriting I and Screenwriting II) which take place in the fall and spring semesters. This course introduces different screenplay formats for feature film, screenplay structure and screenplay writing. Students will learn the basic techniques and creative writing skills for writing television and feature film screenplays.

Television and Everyday Life | ECTS (3+0) 5

This course investigates the significance of television in contemporary society. It draws on methods in anthropology, sociology, and ethnographic research and explores how people use and make sense of media texts in everyday life. Topics may include modes of representation, audience reception, cultural production and appropriation, reality TV, and television in the digital age.

Video Art and New Genres | ECTS (3+0) 5

This course focuses on the creative use of video technology as a tool for producing experimental art forms. Students will develop critical approaches and survey new trends of video art genres. Class activities include reading of scholarly texts, screening of experimental film and video, and student projects.

Viral Advertising | ECTS (3+0) 5

This course introduces students with the knowledge of using digital technologies and social media platforms to promote businesses and products. Students will learn how to create professional ads on existing social media.