



PROGRAMME INFORMATION CATALOGUE

ACADEMIC PROGRAMMES

Ph.D. (Third Cycle)

M.A. / M.Sc. (Second Cycle)

B.A. / B.Sc. (First Cycle)

Associate Degree (Short Cycle)

FACULTY OF COMMUNICATION, VISUAL COMMUNICATION DESIGN PROGRAM

PROGRAM DESCRIPTION

The Department of Visual Communication Design aims to educate individuals who can adapt to rapidly changing information and communication technologies and the evolving media needs of the globalized world. We provide students with the necessary knowledge, skills, and competencies to become media professionals who understand and implement these transformations. Our graduates step into the industry as creative, analytical, socially responsible individuals who adhere to ethical values.

The medium of instruction is English, and our curriculum is designed to meet the dynamic nature and requirements of the media and communication sector. It includes both theoretical courses that deepen students' understanding and practical courses that develop their professional skills in visual communication design. Students integrate theory with practice, producing original projects and developing analytical thinking and research strategies.

Our mission in the Department of Visual Communication Design is to equip students with a critical, innovative, and ethical perspective in the field of communication, enabling them to create impactful and responsible media content. Our department adopts an interdisciplinary approach, utilizing modern communication technologies and encouraging independent learning to enhance students' career opportunities in the media and communication industry. By fostering socially responsible individuals who contribute to both research and professional production, we aim to support sustainable development in the field of communication.

Our vision is to empower students with critical thinking, innovative content production, and ethical awareness in communication, ensuring they become influential and responsible professionals in the media and communication sector. Through an education model that

integrates teaching, research, and practical experience, we aspire for our graduates to be recognized as conscious, participatory, and transformative leaders in communication. By effectively utilizing emerging communication technologies and interdisciplinary approaches, we strive to create sustainable and innovative advancements in media and communication.

Visual Communication Design that comprises many fields, like photography, video production, advertising design, game design, and page design emerged with the rise of the needs of the last centuries. Because of these characteristics, Visual Communication has its own unique place in the communication faculties. Visual Communication Design exceeds the limitations of graphic design and embraces a wide range of areas related to mainly communication such as TV and film production, video and image processing, 2D and 3D animation, photography, package design, and corporate identity design. Visual Communication Design education, in short, is for the students who like transferring knowledge, ideas, and dreams using photographic images, videos, and films, and who want to discover the creative potential in visual elements, and new things deeply affecting them.

The program utilizes an interdisciplinary approach using art and technology, supported by other scientific disciplines, which allow students of the department to have real work experience during their education. In addition to the theoretical courses in which the current aesthetic trends and theoretical foundations of communication are taught in mutual interaction, the department offers video production, multimedia design, 2D and 3D graphic animation, editing and generic graphics, and web design, where students will discover their own creative potential and develop them further with the expert assistance of faculty members. Experienced academicians and lecturers who are experts in practice conduct the courses in an international atmosphere. As the program education language is English, the graduates can easily adapt to the international agencies and media organizations with the experience they have gained from the international profile of the university and the department

PROGRAM EDUCATIONAL OBJECTIVES

The educational objectives (EO) for the B.A. in Visual Communication Design are:

EO1: To develop proficiency in design principles and practices, students will apply human-centered research to create brand identities, wayfinding systems, publications, packaging, interactive media, web/mobile interfaces, and data visualizations.

EO2: To foster critical thinking and problem-solving skills, students will develop visual reasoning, organizational skills, and information theory to create visuals that effectively communicate with diverse audiences.

EO3: To encourage interdisciplinary collaboration, students will integrate liberal arts, humanities and sciences to foster cross-disciplinary collaboration to address evolving market challenges.

EO4: To enhance technical competence, students will master advanced computing and digital media tools to produce high-quality visual communications that meet professional standards.

EO5: To understand historical and theoretical contexts, students will gain a deep understanding of the historical development of visual communication and its role in society.

EO6: To prepare for professional practice, students will undertake internships, capstone projects, and portfolio development to become ready for careers in design across various sectors.

QUALIFICATION AWARDED

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

LEVEL OF QUALIFICATION

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

SPECIFIC ADMISSION REQUIREMENTS

TRNC Applicants

TRNC citizens and TR citizen candidate students who have completed their entire high school education in TRNC. They are placed in undergraduate programs in line with their success in the CIU Student Placement and Scholarship Ranking Exam and the programs they prefer.

Students who are successful in the exam can register from the [TRNC Marketing Office](#).

International Applicants

International Applicants can directly apply online to our undergraduate programs using the [application portal](#).

QUALIFICATION REQUIREMENTS AND REGULATIONS

SN	Program Name		Visual Communication Design
1	Program degree	:	Bachelor's Degree – Visual Communication Design Bachelor's Degree
2	Duration	:	4 academic years
3	Number of semesters	:	8 academic semesters

4	Minimum number of semesters required for enrollment	:	2 academic semesters
5	Minimum number of credits	:	120 credits (240 ECTS)
6	Total number of courses	:	42
7	Number of credit courses	:	38
8	Number of non-credit courses	:	4 (2 courses and 2 summer trainings)
9	Number of compulsory courses	:	29
10	Number of elective courses	:	13
11	Number of "University Elective" and "Area Elective" courses	:	3 University Electives; 6 Area Electives. Total: 9 courses.
12	Number of "Free Elective" courses	:	4
13	Graduation Requirements	:	Completion of the Program Graduation Requirements.
14	Program Graduation Requirements	:	1) Completion of a minimum of 129 credits (240 ECTS) of coursework,
			2) Successful completion of all courses in the program, with a minimum letter grade of "D" or "E"/"T" for credit-bearing courses and "S" or "E"/"T" for non-credit courses,
			3) To complete two separate summer trainings, each lasting 20 days , at institutions and organizations that produce content in the fields of visual communication design, or at other platforms involved in audiovisual content production, and to receive a grade of 'S' in the summer training courses,
			4) A Cumulative Grade Point Average (CGPA) of 2.00 or above on a 4.00 scale .

RECOGNITION OF PRIOR LEARNING

At International Cyprus University (CIU), full-time students may be exempt from certain courses within the framework of the relevant regulations. If the content of a course previously taken at another institution is equivalent to a course offered at CIU, the student may be granted an exemption from that course upon evaluation of the course content and approval from the relevant faculty/institute.

PROGRAM PROFILE

The Faculty of Communication at International Cyprus University began admitting students in 1997 with three departments: Advertising and Public Relations, Journalism, and Radio and Television. Following a one-year English preparatory program, the Department of Visual Communication Design commenced its academic activities in the 2006–2007 academic year.

The curriculum is designed to align with the fast-evolving nature and requirements of the media and communication sector. It combines theoretical courses that deepen students' academic foundations with practical courses that develop professional skills in visual communication design in 2D and 3D animation. Students are encouraged to synthesize theory and practice, create original projects, and develop analytical thinking and research competencies.

To strengthen industry engagement and provide real-world experience, students are required to complete two separate summer internships, each lasting 20 working days, at institutions producing content in visual design, or at other platforms involved in audiovisual and design content production. These internships help students reinforce their learning through hands-on experience, preparing them for professional careers after graduation.

In addition to its full-time academic staff, the department benefits from part-time instructors from the media sector who bring practical insights into the classroom. The program also hosts guest speakers, including prominent media professionals and academics, who share their expertise with students.

Students who have interest in other media skills have the opportunity to work as assistants in the university's radio and television studios. CIU FM, the university radio station broadcasting 24/7 on FM 107.2, offers hands-on training in radio programming, broadcasting, and station management.

Student projects—produced as part of coursework or independently—are actively supported, and participation in national and international competitions is strongly encouraged.

The Visual Communication Design Program has been accredited for five years, starting from July 14, 2024, by the FIBAA, the international body authorized to conduct external evaluations and grant accreditation in communication education.

This accreditation affirms the program’s compliance with international educational standards and its commitment to continuous improvement. Students benefit from a modern, industry-relevant curriculum that enhances critical thinking, creative production, and ethical responsibility. For graduates, holding a degree from an accredited program enhances professional recognition and competitiveness in both local and international job markets.

COURSE STRUCTURE DIAGRAM WITH CREDITS

The curriculum of the Visual Communication Design Department

FACULTY OF COMMUNICATION / DEPARTMENT OF VISUAL COMMUNICATION DESIGN CURRICULUM (2024)

Semester	COURSE CODE	COURSE NAME	(T+P)	CREDIT HOURS	ECTS
1	COMM101	INTRODUCTION TO MASS COMMUNICATION	(3+0)	3	6
	VICD101	BASIC DESIGN-I	(3+2)	4	8
	VICD105	MEDIA PERSUASION TECHNIQUES	(3+0)	3	5
	VICD111	VISUAL PERCEPTION AND DESIGN	(3+0)	3	7
	HIST100/ TARH100	HISTORY OF CIVILIZATION/ MODERN TURKISH HISTORY	(2+0)	0	2
	TURK100/ TREG100	TURKISH	(2+0)	0	2
	(DÖNEM)/(TOPLAM) KREDİLER=			13	30

Semester	COURSE CODE	COURSE NAME	(T+P)	CREDIT HOURS	ECTS
2	VICD102	BASIC DESIGN-II	(3+2)	4	7
	VICD106	HISTORY OF ART AND CULTURE	(3+0)	3	5
	VICD108	INTRODUCTION TO DESIGN STUDIES	(3+0)	3	6
	VICD110	DIGITAL MEDIA INTERFACE DESIGN	(2+2)	3	6
	PSYC110	PSYCHOLOGY	(3+0)	3	6
	(DÖNEM)/(TOPLAM) KREDİLER=			16	30

Semester	COURSE CODE	COURSE NAME	(T+P)	CREDIT HOURS	ECTS
3	COMM231	BASIC PHOTOGRAPHY	(2+2)	3	6
	VICD215	GRAPHIC DESIGN AND PRODUCTION	(2+2)	3	7
	VICD221	DRAWING AND MODELLING	(2+2)	3	7
	COMMXX1	FREE ELECTIVE	(3+0)	3	5
	UNIEXX1	UNIVERSITY ELECTIVE	(3+0)	3	5
	(DÖNEM)/(TOPLAM) KREDİLER=			15	30

Semester	COURSE CODE	COURSE NAME	(T+P)	CREDIT HOURS	ECTS
4	ILAW242	MEDIA LAW AND ETHICS	(3+0)	3	5
	VICD204	DIGITAL IMAGE PROCESSING	(2+2)	3	7
	VICD210	COMMERCIAL PHOTOGRAPHY	(2+2)	3	7
	COMMXX2	FREE ELECTIVE	(3+0)	3	5
	UNIEXX2	UNIVERSITY ELECTIVE	(3+0)	3	5
	(DÖNEM)/(TOPLAM) KREDİLER=			15	29

Semester	COURSE CODE	COURSE NAME	(T+P)	CREDIT HOURS	ECTS
5	COMM403	DIGITAL VIDEO PROCESSING	(2+2)	3	6
	VICD305	2D ANIMATION	(2+2)	3	5
	VICD307	ADVERTISIGN DESIGN	(2+2)	3	5
	VICD200	SUMMER TRAINING-I	(0+0)	0	5
	VICDXX1	AREA ELECTIVE	(3+0)	3	5
	UNIEXX3	UNIVERSITY ELECTIVE	(3+0)	3	5
	(DÖNEM)/(TOPLAM) KREDİLER=			15	31

Semester	COURSE CODE	COURSE NAME	(T+P)	CREDIT HOURS	ECTS
6	COMM366	RESEARCH METHODS FOR COMMUNICATION	(3+0)	3	5
	VICD306	3D ANIMATION	(3+2)	4	7
	VICD324	BRAND IDENTITY DESIGN	(2+2)	3	7
	VICDXX2	AREA ELECTIVE	(3+0)	3	5
	COMMXX3	FREE ELECTIVE	(3+0)	3	5
	(DÖNEM)/(TOPLAM) KREDİLER=			16	29

Semester	COURSE CODE	COURSE NAME	(T+P)	CREDIT HOURS	ECTS
7	VICD401	GRADUATION PROJECT-I	(3+2)	4	7
	VICD421	ARTIFICIAL INTELLIGENCE APPLICATIONS	(3+0)	3	7
	VICD300	SUMMER TRAINING-II	(0+0)	0	5
	VICDXX3	AREA ELECTIVE	(3+0)	3	5
	VICDXX4	AREA ELECTIVE	(3+0)	3	5
	(DÖNEM)/(TOPLAM) KREDİLER=			13	29

Semester	COURSE CODE	COURSE NAME	(T+P)	CREDIT HOURS	ECTS
8	VICD402	GRADUTATION PROJECT-II	(3+2)	4	8
	VICD408	ADVANCED 3D MODELLING	(3+2)	4	8
	VICDXX5	AREA ELECTIVE	(2+2)	3	5
	VICDXX6	AREA ELECTIVE	(3+0)	3	5
	COMMXX4	FREE ELECTIVE	(3+0)	3	5
	(DÖNEM)/(TOPLAM) KREDİLER=			17	31

13 ELECTIVE COURSES ARE 39 CREDIT HOURS IN TOTAL, CORRESPONDING TO 30.23% OF THE CUMULATIVE CREDITS OF THE CURRICULUM. 13 ELECTIVE COURSES ARE 65 ECTS IN TOTAL AND CORRESPONDS TO 27% OF THE CURRICULUM.

	AREA ELECTIVE COURSES		CREDIT HOURS	ECTS
VICD103	FREEHAND DRAWING-I	(2+2) 3	3	5
VICD104	FREHAND DRAWING-II	(2+2) 3	3	5
VICD314	INFORMATION COMMUNICATION AND TELECONFERENCING	(2+2) 3	3	5
VICD317	INTEGRATED MARKETING COMMUNICATION	(3+0) 3	3	5
VICD320	FUNDAMENTALS OF TV PRODUCTION	(2+2) 3	3	5
VICD404	PORTFOLIO DESIGN	(3+0) 3	3	5
VICD406	INTERACTIVE ART AND DESIGN	(2+2) 3	3	5
VICD410	LIGHTINING DESIGN	(2+2) 3	3	5
VICD411	ADVERTISING CAMPAIGN DESIGN	(3+0) 3	3	5

VICD415	CONCEPT DEVELOPMENT	(3+0) 3	3	5
VICD420	AESTHETICS	(3+0) 3	3	5

LEARNING TAXONOMY

The Structure of Observed Learning Outcomes (SOLO) Taxonomy is a widely used framework for systematically categorizing the progressive complexity of students' understanding of a subject. It serves as a tool for educators to assess cognitive development, design effective learning activities, and structure assessments that align with increasing levels of comprehension and critical thinking.

PROGRAM OUTCOMES

FACULTY OF COMMUNICATION VISUAL COMMUNICATION DESIGN PROGRAM OUTCOMES

The graduates who successfully complete all the courses of the Visual Communication Design program will be able to:

VICD PO1: Have knowledge which is supported by up-to-date primary and secondary course books and application tools in the field of Visual Communication Design

VICD PO2: Have the technical knowledge necessary for the field of Visual Communication Design

VICD PO3: Have knowledge about universal human rights, social justice, quality management, environmental protection, and workplace health.

VICD PO4: S/he visualizes imagined things in a coherent structure.

VICD PO5: S/he defines the problems related to communication and finds possible solutions for these problems.

VICD PO6: S/he has skills to manage a project/work related to Visual Communication Design independently.

VICD PO7: S/he develops and applies projects and activities related with his/her social environment with an awareness of social responsibility.

VICD PO8: S/he designates and manages the requirements and processes of learning.

VICD PO9: S/he, equipped with advanced knowledge and skills in Visual Communication Design education, who interprets and evaluates data, identifies and analyses problems and finds solutions based on research and facts.

VICD PO10: S/he can take responsibility as an individual and a team member in complex and unforeseen problems related to Visual Communication Design projects.

VICD PO11: S/he plans, manages and finishes media content under time restrictions.

VICD PO12: S/he approaches advanced knowledge and skills from a critical perspective.

VICD PO13: S/he is aware that the Visual Communication Design Department has close ties with new technological developments and aware of the importance of pursuing these developments which have vital importance for creating new media content.

VICD PO14: S/he is a person who informs and expresses thoughts for possible solutions related with Visual Communication Design contents prepared for related individuals and organizations.

VICD PO15: S/he shares developments and data related to Visual Communication Design with specialists and non-specialists.

VICD PO16: S/he acts in Visual Communication Design projects in accordance with social, scientific, cultural and ethical norms.

COURSE AND PROGRAM OUTCOMES MATRIX

Program Çıktıları	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Dersler																
VICD101	5	5	2	5		4	3	2	3	2	4			1	1	5
VICD102	5	5	2	5		4	3	2	3	2	4			1	1	5
VICD105	5	1	5	1	5	1	4	1	5	2		1	4	3	4	5
VICD106	5		4	2	1	1	1	2	4	1	1	1	4	4	2	5
VICD108	5	1	4	2	1		1	2	4	1	1	1	4	4	2	5
VICD110	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5
VICD111	5	1	4	2	1	1	1	2	4	1	1	1	4	4	2	5
VICD200	5	5							5	2	5		5	4	5	5
VICD204	5	5	2	5	1	4	3	2	3	2	4	1	1	1	1	5
VICD210	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5
VICD215	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5
VICD221	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5
VICD300	5	5							5	2	5		5	4	5	5
VICD305	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5
VICD306	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5

VICD307	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5
VICD324	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5
VICD401	5	5	1	1	2	1	1	2	5	5	5	2	5	5	1	5
VICD402	5	5	1	1	2	1	1	2	5	5	5	2	5	5	1	5
VICD408	5	5	2	5	1	4	3	2	3	2	4	1	1	1		5
VICD421	5	1	4	2	1		1	2	4	1	1	1	4	4	2	5
PSYC110								2				4				
ILAW242					5							2			3	3
COMM101			3	4				1				5				
COMM231		4												5		2
COMM366								4				5				
COMM403	5	5	1	1	2	1	1	2	5	5	5	2	5	5	1	5
TURK100 / TREG100									2	2			2			
HIST100 / TARH100								2				4				

5-Very High 4-Above Average 3-Average 2-Below Average 1-Very Low

OCCUPATIONAL PROFILES OF GRADUATES

The rapid growth of visual communication design, advertising, and social media industries, along with the increasing demand for local journalism, design and advertising, highlights the essential role of the Visual Communication Design Department. Our department contributes significantly to the future of media and communication in our country.

Graduates who successfully complete their coursework and internships can work in various media organizations, including radio and television networks, film production companies, design studios and other platforms involved in audiovisual and design content creation.

Students who graduate from the Department of Visual Communication Design can gain the opportunity to work in many areas of the communication sector, with the interdisciplinary intellectual and creative skills they have gained and their skills to master new communication technologies. In addition, students can orient themselves towards the academic field if they wish. With the existing cooperation with media organizations, agencies and printing houses, the students of the department have the chance to gain experience in real business life during their education. Our graduates can find career opportunities in the following areas with the technological knowledge and creative skills they have acquired:

- Web Design
- Animation
- Interactive Information Design
- Computer Aided Graphic and Multimedia Design
- Advertising and Public Relations
- Video and Film Production

- Special Effects Design
- Post-Production
- Art Director or Creative Director in Advertising Agencies
- PC Software Screen Work
- Editing Suits in Local, Regional, and National TV Organizations

ACCESS TO FURTHER STUDIES

Graduates of this program can pursue academic careers by enrolling in graduate programs.

REGULATIONS AND ASSESSMENT & GRADING

The assessment and evaluation methods applied for each course are defined in the "Course Teaching Plan" prepared by the relevant instructor(s) and included in the course information package. Provisions related to examinations and course achievement grades are implemented in accordance with the relevant articles of the **CIU Regulations on the Principles of Examination and Evaluation of the Associate and Undergraduate Degree Programmes**.

(<https://sis.ciu.edu.tr/regulations-and-forms/regulations>)

GRADING SYSTEM

CIU Success Coefficient	CIU Letter Grade	Equivalency of Other Universities' 100-Point Grading System at CIU
4	A	84,5-100
3,7	A-	79,5-84,49
3,3	B+	74,5-79,49
3	B	69,5-74,49
2,7	B-	65,5-69,49
2,3	C+	62,5-65,49
2	C	59,5-62,49
1,7	C-	56,5-59,49
1,3	D+	53,5-56,49
1	D	49,5-53,49
0,7	D-	0-49,49
0	F	

GRADUATION REQUIREMENTS

In order to graduate from the undergraduate program, students must successfully complete all courses in the curriculum totaling 240 ECTS (129 national credits) with a minimum grade of D/S, complete two summer trainings with the required duration and quality, and achieve a minimum 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

Assoc. Prof. Dr. Dilan ÇİFTÇİ

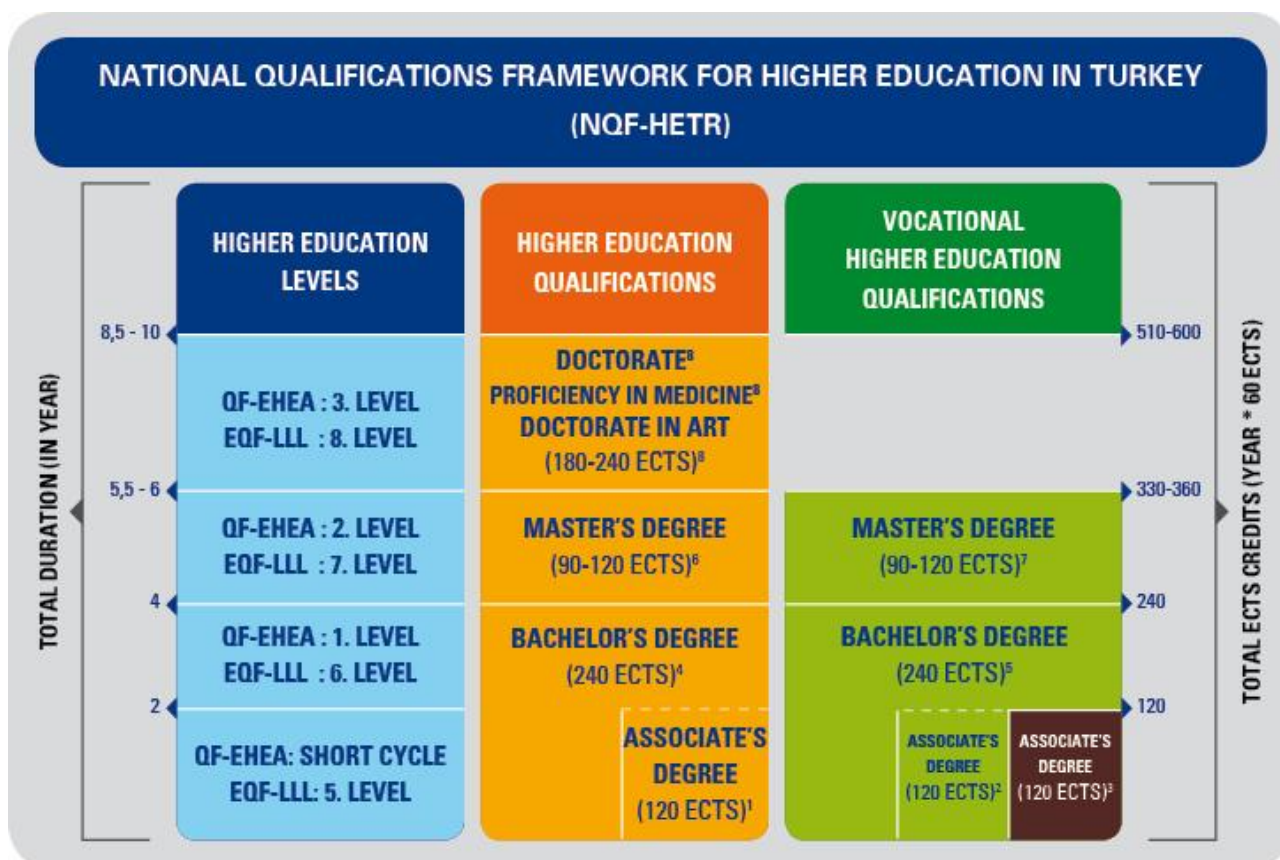
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NQF-HETR/PROGRAM COMPETENCIES MATRIXES

(<http://www.tyyc.yok.gov.tr/>)

Qualifications' Profiles for NQF-HETR Levels



1. Academically-oriented associate's degree educational programmes, which are related to or within undergraduate programmes.
2. Vocationally-oriented associate's degree educational programmes, which are related to or within undergraduate programmes.
3. Vocationally-oriented associate's degree educational programmes of Vocational Higher Schools
4. Academically-oriented programme.
5. Vocationally-oriented bachelor's degree programmes
6. Academically-oriented master's degree programmes with or without thesis.
7. Vocationally-oriented master's degree programmes with thesis or without thesis.
8. Doctoral programmes

Table 1: National Qualifications Framework For Higher Education In Turkey (NQF-HETR) Level 6 (Undergraduate Education) Qualifications (Level Higher Education Qualifications Framework is equivalent for TR and TRNC.)

NATIONAL QUALIFICATIONS FRAMEWORK FOR HIGHER EDUCATION IN TURKEY (NQF-HETR) (6. Level) Qualifications						
NQF-HETR LEVEL	KNOWLEDGE -Theoretical -Conceptual	SKILLS -Cognitive -Practical	COMPETENCES			
			Competence to Work Independently and Take Responsibility	Learning Competence	Communication and Social Competence	Field Specific Competence
6 BACHELOR'S EQF-LLL: 6. Level QF-EHEA: 1. Cycle	NQF-HETR 1: Possess advanced level theoretical and practical knowledge supported by textbooks with updated information, practice equipment and other resources.	NQF-HETR 2: Use of advanced theoretical and practical knowledge within the field. NQF-HETR 3: Interpret and evaluate data, define and analyze problems, develop solutions based on research and proofs by using acquired advanced knowledge and skills within the field.	NQF-HETR 4: Conduct studies at an advanced level in the field independently. NQF-HETR 5: Take responsibility both as a team member and individually in order to solve unexpected complex problems faced within the implementations in the field. NQF-HETR 6: Planning and managing activities towards the development of subordinates in the framework of a project.	NQF-HETR 7: Evaluate the knowledge and skills acquired at an advanced level in the field with a critical approach. NQF-HETR 8: Determine learning needs and direct the learning. NQF-HETR 9: Develop positive attitude towards lifelong learning.	NQF-HETR 10: Inform people and institutions, transfer ideas and solution proposals to problems in written and orally on issues in the field. NQF-HETR 11: Share the ideas and solution proposals to problems on issues in the field with professionals and non-professionals by the support of qualitative and quantitative data. NQF-HETR 12: Organize and implement project and activities for social environment with a sense of social responsibility. NQF-HETR 13: Monitor the developments in the field and communicate with peers by using a foreign language at least at a level of European Language Portfolio B1 General Level. NQF-HETR 14: Use informatics and communication technologies with at least a minimum level of European Computer Driving License Advanced Level software knowledge.	NQF-HETR 15: Act in accordance with social, scientific, cultural and ethical values on the stages of gathering, implementation and release of the results of data related to the field. NQF-HETR 16: Possess sufficient consciousness about the issues of universality of social rights, social justice, quality, cultural values and environmental protection, worker's health and security.

Table 2. Matrix of NATIONAL QUALIFICATIONS FRAMEWORK FOR HIGHER EDUCATION IN TURKEY (NQF-HETR) and Visual Communication Design Program Outputs

NQF-HETR	KNOWLEDGE	SKILLS		COMPETENCES												
	-Theoretical -Conceptual	-Cognitive -Practical		Competence to Work Independently and Take Responsibility			Learning Competence			Communication and Social Competence					Field Specific Competence	
NQF-HETR Program Outputs	NQF-HETR 1	NQF- HETR 2	NQF- HETR 3	NQF- HETR 4	NQF- HETR 5	NQF- HETR 6	NQF- HETR 7	NQF- HETR 8	NQF- HETR 9	NQF- HETR 10	NQF- HETR 11	NQF- HETR 12	NQF- HETR 13	NQF- HETR 14	NQF- HETR 15	NQF- HETR 16
PO1	5	4		5	5	5		3					5			
PO2	5	4						3					5			
PO3	5						3						5			
PO4	4												5			
PO5	2		2				2						5			
PO6	4												5			
PO7	4												5			
PO8	3	5	4				5			4			5			
PO9		5		4	4	4		5	3	4			5			
PO10		5		5						3			5			
PO11		5		4									5			
PO12	3		5				5			5			5			
PO13		5	5	5	5	5		5	2	4			5	5		
PO14		5		4									5		5	5
PO15	3		3	5	3	5				5			5		5	5
PO16	5	5		5		5		5		5			5		5	5

5-Very High

4-Above Average

3-Average

2-Below Average 1-Very Low

Table 3. National Qualifications Framework for Higher Education in Turkey (NQF-HETR) for Bachelor of Visual Communication Design

Faculty/School/Vocational School: Faculty of Communication			
Program: Visual Communication Design Department (English)			
No	Core Area		Program Competency
1	Knowledge (Theory - T)		T1. Has knowledge of art culture and aesthetic topics.
2			T2. Has knowledge of art history specific to the relevant art field.
3			T3. Has knowledge of art and design materials.
4			T4. Has knowledge of art and design methods and techniques.
5			T5. Has knowledge of legal regulations and procedures in the relevant art field.
6			T6. Has knowledge of interdisciplinary interaction that the relevant art field is associated with.
7			T7. Has knowledge of research methods.
8			T8. Has knowledge of artistic criticism methods.
9			T9. Has knowledge of art and science ethics.
10	Skills (Abilities - A)		A1. Ensures the integration of theory and practice.
11			A2. Uses methods and techniques related to the relevant art field.
12			A3. Evaluates the interaction of sub-disciplines within the relevant art field.
13			A4. Has analytical interpretation skills.
14			A5. Develops the ability to perceive, think, design, and implement multi-dimensionally.
15			A6. Concretizes sensory perception.
16	Competencies	Competence in Independent Work and Taking Responsibilities	R1. Takes responsibility for individual or group work related to the field and carry out the assigned task or execute it independently.
17			R2. Takes responsivity as an individual or team member in practices related to the field.
18			R3. Uses her/his creative and powerful features as an individual.
19		Competence in Learning	L1. Questions their own work.
20			L2. Thinks analytically and critically.
21			L3. Embraces the concept of lifelong learning.
22		Competence in Communication and Social Interaction	C1. Shares work related to their field by defining the target audience.
23			C2. Has the communication skills to explain their work to society.
24			C3. Effectively and accurately conveys topics related to their field to specialists or non-specialists using visual, written, and verbal communication methods.

25			C4. Uses a foreign language to follow information in their field and communicate with colleagues (European Language Portfolio General Level: B1 Level).
26			C5. Uses information and communication technologies together with computer software at least at the European Computer Driving License Advanced Level as required by their field.
27		Field-Related Competence	P1. Is aware of national and international values in art and design.
28			P2. Can transform abstract and concrete concepts into creative thinking, innovative and original works.
29			P3. Has the sensitivity to successfully carry out work in their field.
30			P4. Has aesthetic awareness.
31			P1. Is aware of national and international values in art and design.

Table 4. National Qualifications Framework for Higher Education in Turkey (NQF-HETR) for Visual Communication Design Field (Bachelor's Level) and Program Learning Outcomes Matrix for the Visual Communication Design Program

Faculty: Faculty of Communication

Program: Visual Communication Design Department (English)

Program Outcomes NQF-HETR		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15	PO16
Knowledge (Theory - T) -Theoretical -Conceptual	T1																
	T2																
	T3																
	T4																
	T5																
	T6																
	T7																
	T8																
	T9																
Skills (Abilities - A) -Cognitive -Practical	A1																
	A2																
	A3																
	A4																

		A5															
		A6															
Competences	Competence in Independent Work and Taking Responsibilities (R)	R1															
		R2															
		R3															
	Competence in Learning (L)	L1															
		L2															
		L3															
	Competence in Communication and Social Interaction (C)	C1															
		C2															
		C3															
		C4															
		C5															
	Field-Related Competence (P)	P1															
		P2															
		P3															

Table 5: Matrix of Program Educational Objectives and Program Outcomes

PROGRAM OUTCOMES \ EDUCATIONAL OBJECTIVES	EO1	EO2	EO3	EO4	EO5	EO6
	EO1	EO2	EO3	EO4	EO5	EO6
PO1		2	5	4		3
PO2			5	3		3
PO3	5					
PO4	5	5				
PO5	5	5			5	5
PO6	3		2			
PO7	3				2	
PO8	5					
PO9		2	5	5		3
PO10			5	5		3
PO11			5	5		3

PO12	5	5	3		2	
PO13	3		5	5		3
PO14			5	3		
PO15	1			4	5	5
PO16						5

5-Very High 4-Above Average 3-Average 2-Below Average 1-Very Low