

PROGRAM

About

Graphic design is a visual communication art that combines the function of announcing a message to the target audience through visual communication with the aesthetic qualities of fine arts. In the universal dimension, the development of communication technologies, the effect of globalization brought countries and cultures closer to each other and caused the formation of a global capital movement. All this has caused the dynamism of the advertising world to gain momentum in direct proportion and has increased the importance of promotion and advertising one more time. In this sense, our Graphic Design Program, thanks to the contemporary education program it has prepared; With the help of theoretical and practical courses that develop conceptual problem solving skills, it develops the creativity and aesthetic level of its students and makes them able to use computers and the internet effectively in the design and production process. Students learn the whole process from conceptual design to the printed material stage by applying. Our students who prefer our Graphic Design program, logo, corporate identity, book, magazine, catalog, newspaper, press advertisement, packaging design, brochure, poster, web design, etc. products in the production area of graphic design are educated with interconnected project topics. Our students also have the knowledge of drawing, technical hardware and software in our graphic design program, while experiencing a qualified learning process with design programs widely used in market conditions.



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DEPARTMENT OF DESIGN
GRAPHIC DESIGN PROGRAM

PROGRAM

Aim and Objective

According to the needs of our country, it aims to train designers who can conduct research and studies on graphic design issues by following the developments in the world, solve all kinds of graphic design problems and use the equipment brought by the age competently. The main goal of the graphic design program is based on meeting the needs of the sector, which the theoretical and practical infrastructure, vision, can transfer innovation to business processes and reveal its difference. In the light of this information, the goal of the graphic design program is to train qualified graphic designers who can meet the needs of the sector, have a good command of art and design theories, have gained proficiency in using computers and can improve their manual skills, and can work in all areas where design exists.

ACQUIRED

Title

Students who graduate from the Graphic Design Program receive the title of "Graphic Designer"

ADMISSION

Requirements

Students who succeed in the Exam for Foreign Students for Higher Education organized by ÖSYM can choose our program.

SOCIAL

Facilities

There are football, basketball and volleyball courts within our vocational school in order for our students to evaluate their extracurricular time more effectively. In addition, football, basketball, volleyball and table tennis tournaments are traditionally organized every year in which students can participate as spectators or athletes. In addition to these activities, various courses are organized for our students.



FIELDS OF

Employments

Newspapers and Magazines
Publishing Houses
Advertising Industry
Printing Industry
TV Channels
Packaging Industry
Web-based Publishing Organizations
Business Units for Advertising and Marketing

VERTICAL TRANSFER

Opportunities

Our students who have successfully completed the associate degree program can make vertical transfer to the following departments if they are successful in the Vertical Transfer Exam (DGS) held by the Measurement, Selection and Placement Center (ÖSYM).

- Department of Photography
- Department of Photography and Video
- Department of Graphic Design
- Department of Visual Communication Design
- Department of Visual Arts
- Department of Visual Arts and Communication Design
- Department of Communication and Design