

Investigation of the Relationship of the Educational Content of the Visual Communication Design Department with Art and Communication Technologies in Turkey

Emel BIROL *

Istanbul Gedik University Faculty of Architecture and Design Visual Communication Design Department,
Istanbul Türkiye

* E-mail: emel.birrol@gedik.edu.tr

Abstract

The educational content of the visual communication design department in Turkey is important due to its close relationship with art and communication technologies. Countries aiming to increase their level of development are trying to adapt to global change by transferring their contemporary knowledge and cultural accumulation to the society with a critical mindset. In this context, individuals who receive training in the use of art and communication technologies play a major role in countries that want to be pioneers in qualified development, communication and art production. Visual Communication Design departments in higher education institutions; It is the representative of oral and written communication. Studies carried out in the field of visual communication design departments; It is the publication of purposeful visuals, typography, moving images and sound based on artistic rules. The research was conducted to determine to what extent visual communication design education at the undergraduate level is given in an applied manner within the scope of art and communication technologies in higher education institutions in Turkey. Content analysis method was used in the research and state universities that provide visual communication design education at undergraduate level in Turkey were included as a sample in the research. In the analysis part of the research, it was evaluated as a percentage how much of the course ECTS totals shown in the visual communication design department course curricula at the state universities determined were practically related to art and communication technologies. As a result, it has been determined that the majority of visual communication design departments at state universities in Turkey are related to art and communication technologies and are given in applied practice. This result is an indication that individuals who graduate from the visual communication design department in Turkey will add value to the field they work in, both in terms of time and economy.

Keywords: visual communication design, undergraduate applied education, art and communication technologies

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1. Introduction

In Developments in economic, cultural, political and technological fields affect social life and accordingly increase the need for qualified manpower of countries. In order to raise qualified manpower, the education system must closely follow contemporary technology, cooperate with business and industry, and structure the educational environment in a practical way (Sezgin, 1999). Since Turkey is a country with a young and dynamic population, it adopts a practice-based education approach in undergraduate education (Binici and Ari, 2004). In our country, applied education is very important in terms of growth of development and employment opportunities and the ability to compete with other countries (Sezgin, 1999).

Visual communication design has an important place among the needed professions of our age. Because the cultural development of societies depends on the rapid and reliable dissemination of information. Visual communication design includes written texts and media in general. The primary aim of this design field is to take the communicative process to a desired and successful point and increase artistic quality. Visual communication design is for communicating with people; such as spectators, viewers, users, buyers, visitors, participants, influencers, players, passers-by, experiencers, members of the public, communities, residents, consumers, customers, subscribers and clients (Twemlow, 2006). According to Fine (2012), visual communication design is a collection of activities related to cultural production and the expression of popular imagination through words and images, rather than a single category defining a profession. For this reason, education in the field of visual communication design content design is gaining importance, and the necessity of the course contents of higher

education institutions providing this education to be related to art and communication technologies emerges.

The research examines the ratio of applied training hours of art and communication technologies in the field of visual communication design, in ECTS, to all course hours (total ECTS). Within the framework of this general purpose, higher education institutions that provide undergraduate visual communication design education in Turkey have been identified; It was revealed by calculating the percentages of the total course hours in each university in which art and communication technologies courses were application-oriented. In addition, an attempt was made to present a general picture by comparing the curricula of state universities in Turkey where the courses related to art and communication technologies are given in an applied manner within visual communication design education.

2. Literature Review

The history of visual communication design can be traced back to cave paintings made around 14000 BC and the invention of writing by the Sumerians. Books began to become widespread in Europe with the invention of the printing press by Johann Gutenberg in the 15th century (Köse and Kansu 2008).

Visual language has been a tool used as a means of communication throughout human history (Galindo, 2012). Visual language is one of the effective forms of communication in terms of its target audience, as it can reach all ages and all experience levels and cultures (Ynnerman, Lowgren and Tibel). Although communication and design, which are the basic disciplines of visual communication design, aim to meet the simple needs of human beings or to seek ways to perform any action more easily, the needs for communication and design in almost every phase of human history have made these concepts increasingly complex (Özderin, 2019). At this point, various phenomena based on scientific reasons, such as communication and design, meet on some common points with other phenomena based on visual reasons, such as art. From another perspective, while the visual world of science and the scientific world of art differ in principle between the concepts of knowledge and creation, it is necessary to draw attention to their overlap in foundation and practice. (Kılıç, 2012). For this reason, art and communication technologies training is in need of practice.

“Art education has an important place in raising pragmatist and productive individuals that society needs. “Art education is necessary to educate the creative potential of the individual and develop aesthetic thinking and consciousness. Additionally, it supports practical thinking and observation skills” (Akkurt and Boratav, 2018). Communication technologies, on the other hand, are the transmission of messages from their source to their recipient using codes and systems (McQuail and Windahl, 2005). As a result of developments in communication and computer technologies, various forms of communication such as mass communication and data communication are gradually transforming into each other and the differences between them are disappearing.

The "subject and object" context occurring in the fields of art and communication technologies creates new action patterns and also transforms art and communication. According to Twemlow (2006), visual communication designers now work in a global economy. Globalization; As new markets emerge, many designers must stay ahead of the curve and adapt a brand or product to new cultures. Visual communication designers deal with creating a context that makes the world of materials/objects meaningful in cultural production. According to the visual communication designer, an object or a designed object means not only content but also many political, social and cultural relations that carry meaning and are hidden in the work, and therefore visual communication design is a field of expertise. Like every field of expertise, it requires academic education (Erdem, 2017). When the courses of visual communication design departments are examined, the field of visual communication design; It has been observed that it includes very different subjects such as graphic design, text, typography, publication design, illustration, 2D and 3Animation, advertising and communication, web design, game design, video/film production. Considered as professional success, the most important principle in visual communication design education is to scientifically analyze what kind of approach art and communication methods should be introduced in which courses (Baldwin and Roberts, 2006). At this point, today, when technological developments are frequently on the agenda and technological developments change even over time, it is very important that courses on art and communication technologies in the field of visual communication design education are given practically in the course curriculum with globally accepted practices. Thanks to the courses on applied arts and communication technologies given in the education curriculum; It is ensured that individuals who graduate from the visual communication design department have the knowledge and experience to eliminate problems arising from art and communication technologies when they enter business life. The opening of Visual Communication Design departments within the Faculties of Communication or Fine Arts in higher education institutions in recent years can be shown as evidence that this importance is understood

in Turkey as well.

3. Method

3.1 Research Model

Job- In the study, the curricula of state universities providing visual communication design education in Turkey were examined using the content analysis method.

Content analysis is often among qualitative research methods and helps researchers adopt a structured approach to understand, classify and interpret data (Crabtree and Miller, 1999; Merriam and Grenier, 2019). In content analysis, the focus is on the collected data (Bengtsson, 2016). Since content analysis is an inductive type of analysis, it focuses on the origins of the phenomenon or event under investigation (Baltacı, 2017; Şimşek and Yıldırım, 2011).

3.2 Data Sources

To determine the state universities that provide visual communication design education in Turkey, the Higher Education Programs and Quotas Guide published by ÖSYM in 2023 was taken as basis. In order to access the curricula of the identified state universities, the "Bologna Information" systems of the relevant universities were examined.

The goal of the Bologna system is a program created to develop standards in higher education and academic subjects throughout Europe and to reconcile education systems by minimizing differences and to create a fully compatible higher education area in Europe. The program is based on ECTS course credits and the competencies gained by students in a course, and calculations are made according to the student's workload to gain these competencies. According to this calculation, the ECTS credits that the student must receive are determined as 60 for one academic year.

The course curriculum in the visual communication design departments of state universities providing education within higher education institutions throughout Turkey consists of 4 academic years. For this reason, when the course curricula of the identified state universities were examined through the "Bologna Information" systems, it was determined that the workload of 4 years x 60 = 240 ECTS was taken as basis.

3.3 Data Analysis

"Architecture" Türkiye consists of 7 geographical regions. In the research, it was determined that state universities providing visual communication design education throughout Turkey are located in 6 geographical regions (Marmara Region, Black Sea Region, Aegean Region, Mediterranean Region, Eastern Anatolia Region and Central Anatolia Region). There is no university with a visual communication design department in the Southeastern Anatolia Region of Turkey.

Analyzes were made by classifying state universities with visual communication design departments according to 6 geographical regions.

3.4 Research Limitations

The research only covered state universities in Turkey and was limited to undergraduate-level departments opened in state universities under the name of "Visual Communication Design". Student internships are not included in the practice hours because they are outside the institution. When calculating the total of elective course hours, it is assumed that students choose the courses that include the highest number of practice hours related to art and communication technologies among the elective courses. One of the 19 state universities with a Visual Communication Design department was excluded from the calculation because it provides distance education and the theory + practice courses in the course curriculum are "0".

4. Results

The total number of state universities providing visual communication design education within higher education institutions across Turkey is 19. Table 1 shows the geographical regions where 19 state universities providing visual communication design education are located.

Table 1: Higher Education Institutions with Visual Communication Design Departments by Geographical Regions in Turkey

State University		
University Name	Faculty	Geographical Region
1 Istanbul Medeniyet University	Faculty of Art, Design and Architecture	Marmara Region
2 Sakarya University	Faculty of Art, Design and Architecture	
3 Kocaeli University	Communication Faculty	
4 Ondokuz Mayıs University	Faculty of Fine Arts	Black Sea Region
5 Duzce University	Faculty of Art, Design and Architecture	
6 Artvin Çoruh University	Faculty of Art and Design	
7 Aydın Adnan Menderes University	Communication Faculty	Aegean Region
8 Ege University	Faculty of Fine Arts	
9 Kütahya Dumlupınar University	Communication Faculty	
10 İzmir Kâtip Çelebi University	Faculty of Art and Design	Mediterranean Region
11 Burdur Mehmet Akif Ersoy University	Faculty of Art and Design	
12 Suleyman Demirel University	Communication Faculty	
13 Malatya Turgut Özal University	Faculty of Art, Design and Architecture	Eastern Anatolia Region
14 Firat University	Faculty of Fine Arts, Design and Architecture	
15 Ankara Hacı Bayram Veli University	Faculty of Fine Arts	
16 Ankara Yıldırım Beyazıt University	Faculty of Architecture and Fine Arts	Middle Anatolia Region
17 Eskisehir Osmangazi University	Faculty of Art and Design	
18 Nevşehir Hacı Bektaş Veli University	Faculty of Fine Arts	
19 Anadolu University	Distance Education Faculty	

Table 2 shows universities with visual communication design departments in 6 geographical regions of Turkey. Since there is no university with a visual communication design department in the Southeastern Anatolia Region of Turkey, this region was excluded from the research.

Table 2: ECTS Rates of Courses Related to Applied Art and Communication Technologies Taught in Visual Communication Design Departments of State Universities in the Marmara Region in Turkey

University Name	Located Faculty	Courses Containing Applied Art and Communication Technologies	ECTS Equivalent of Courses		
			Course ECTS (L)	Total	Percent
Istanbul Medeniyet University	Faculty of Art, Design and Architecture	Basic Design – 1	7	133 ECTS	%56
		Pattern – 1	7		
		Computer Based Design – 1	7		
		Basic Design – 2	7		
		Pattern – 2	7		
		Computer Based Design – 2	7		
		Project Design	9		
		Typography	5		
		Animation	5		
		Photo and Video	5		
		Project – 1	9		
		Illustration	5		
		Motion Graphic Design	5		
		Algorithm and Programming	5		
		Project – 2	9		
		Project – 3	9		
Sound Design	5				
Graduation Project – 1	10				
Graduation Project – 2	10				
Kocaeli University	Communication Faculty	Basic Art Education	3	52 ECTS	%21
		Computer Based Graphics	4		
		Layout	4		
		Computer Based Video Editing	4		
		Computer Based Video Editing	4		
		Visual Communication Workshop Applications I	4		
		Introduction To Web Design	4		

		Visual Communication Workshop Applications II	4		
		Editing And Credits Graphics	4		
		Desktop Publishing Techniques	4		
		Multimedia Design	3		
		Desktop Publishing Techniques	4		
		Graduation Project	6		
		Basic Design I	5		
		Photograph	5		
		Pattern I	4		
		Basic Computer Applications I	5		
		Basic Design II	5		
		Pattern Ii	4		
		Graphic Design	6		
		Illustration	5		
		Advert	5		
		Typography	5		
		Interface Design	5		
		Film/Video Techniques	6		
		Computer Applications In Design II	4		
		Three-Dimensional Design And Modeling	4	143	%60
		Project Design	9	ECTS	
		Character Design (Elective)	5		
		Animated Design	6		
		Design and Ethics	5		
		Project Design	9		
		Game Design (Elective)	5		
		Graduation Project 1	5		
		Video Art (Elective)	5		
		Documentary Photography (Elective)	5		
		Experimental Design I (Elective)	5		
		Graduation Project 1	6		
		Social Responsibility Project	5		
		Packaging Design (Elective)	5		

In Table 2, the course curricula of the universities offering Visual Communication Design undergraduate education in the Marmara region of Turkey are examined. It has been determined that there are visual communication design departments in 3 universities in the Marmara region. According to Table 2, in the curriculum of the Visual Communication Design department at Sakarya University, 60% of the average ECTS equivalent of course hours related to art and communication technologies is application-oriented (143 ECTS). It has been determined that the average ECTS equivalent of course hours related to art and communication technologies in the visual communication design department course curriculum is 56% (133 ECTS) in Istanbul Medeniyet University and 21% (52 ECTS) in Kocaeli University.

Table 3: ECTS Rates of Courses Related to Applied Art and Communication Technologies Taught in Visual Communication Design Departments of State Universities in the Black Sea Region in Turkey

University Name	Located Faculty	Courses Containing Applied Art and Communication Technologies	ECTS Equivalent of Courses		
			Course ECTS (L)	Total	Percent
		Basic Design I	7		
		Perspective I	6		
		Drawing I	6		
		Introduction To Computer Based Design	2		
		Basic Design II	7		
		Perspective I	6		
		Drawing I	6	166	%69
		Graphic Design	5	ECTS	
		Illustration I	5		
		Photograph	3		
		Typography I	4		
		Computer Based Design I	4		
		Graphic Design II	5		

		Illustration II	5		
		Photograph II	3		
		Typography II	4		
		Computer Based Design II	4		
		Graphic Design III	5		
		Digital Interface Design	5		
		Three Dimensional Modeling I	4		
		Traditional Animation Techniques	3		
		Graphic Design IV	6		
		Animated Media Design	7		
		Three Dimensional Modeling II	6		
		Digital Animation Techniques	3		
		Graphic Design V	7		
		Exhibition Design	6		
		Social Media And Visual Communication	7		
		Sustainable Graphic Design	3		
		Presentation Design	6		
		Information Graphic	3		
		Graduation Project	10		
		3D Image Processing Techniques	3		
		Basic Photography	3		
		Basic Design	8		
		Computer Applications in Design	6		
		Typography	5		
		Moving Image Techniques I	4		
		Information Visualization 3	3		
		Sketching Techniques (Elective)	5		
		Desktop Publishing	3		
		Moving Image Techniques II	4		
		Motion Graphics	4	96	
		Illustration (Elective)	5	ECTS	%40
		Digital Culture	4		
		Video Editing Techniques	3		
		Three Dimensional Modeling-1	5		
		User Interface Design	5		
		Corporate Identity Design	4		
		Three Dimensional Modeling -2	4		
		Social Responsibility Design	7		
		Portfolio Design	6		
		Graduation Project	8		
		Basic Design-I	7		
		Pattern-I	6		
		Basic Design-II	7		
		Pattern-II	6		
		Visual Communication Graphic Design-I	6		
		Typography-I	6		
		Visual Communication Graphic Design-II	6		
		Typography-II	6		
		Painting Workshop II (Elective)	6		
		Multi Media Design-I	7	148	
		Three Dimensional Modeling and Animation-I	6	ECTS	%62
		Editing Techniques-I	6		
		Modeling (Elective) I	5		
		Multi Media Design-II	7		
		Three Dimensional Modeling and Animation-II	6		
		Editing Techniques-II	6		
		Modeling (Elective) II	7		
		Visual Communication Project-I	14		
		Web Designing	7		

Visual Communication Project-II	14
Advertising Design	7

According to Table 3, it has been determined that there are Visual Communication Design departments in 3 universities in the Black Sea region of Turkey. Table 3 shows that 69% of the average ECTS equivalent of course hours related to art and communication technologies taught in the Visual Communication Design department at Ondokuz Mayıs University is application-oriented (166 ECTS). It has been determined that the average ECTS equivalent of course hours related to art and communication technologies in the visual communication design department course curriculum is 62% (148 ECTS) in Artvin Çoruh University and 40% (96 ECTS) in Düzce University.

Table 4: ECTS Rates of Courses Related to Applied Art and Communication Technologies Taught in Visual Communication Design Departments of State Universities in the Aegean Region in Turkey

University Name	Located Faculty	Courses Containing Applied Art and Communication Technologies	ECTS Equivalent of Courses		
			Course ECTS (L)	Total	Percent
Aydin Adnan Menderes University	Communication Faculty	Digital Media I	4	151 ECTS	%63
		Basic Drawing	2		
		Basic Design I	9		
		Basic Photography	5		
		Digital Media Applications	4		
		Basic Design II	9		
		Typography	4		
		Desktop Publishing	5		
		Brand and Packaging Design (Elective)	5		
		Typography II	5		
		Desktop Publishing II	5		
		Basic Fiction	2		
		Illustration (Elective)	5		
		Digital Publishing Technologies (Elective)	5		
		Three-Dimensional Design (Elective)	5		
		Basic Web Design (Elective)	5		
		Advanced Fiction	6		
		Three Dimensional Design	6		
		Design Studio I	10		
		Graduation Project I	10		
Portfolio Design I	5				
Digital Printing Techniques and Production	5				
Design Studio II	10				
Graduation Project II	10				
Portfolio Design II	5				
Social Media Content Management	5				
Ege University	Faculty of Fine Arts, Design and Architecture	Pattern I	4	170 ECTS	% 70
		Basic Design Studio	6		
		Pattern II	4		
		Basic Design Studio II	6		
		Computer Aided Graphic Design	6		
		Visual Communication Design Studio I	8		
		Typography I	6		
		Photography and Image Techniques-I	6		
		Community Service Practices	4		
		Visual Communication Design Studio II	8		
		Typography II	6		
		Multimedia Applications	5		
		Photography and Image Techniques-II	6		
		Visual Communication Design Studio III	8		
		Multimedia Design and Animation I	6		
		Illustration	5		
New Media Applications	5				

	Visual Communication Design Studio IV	8		
	Multimedia Design and Animation II	6		
	Digital Illustration	5		
	Video Production Techniques	5		
	Visual Communication Design Grad. Project I	10		
	Portfolio and Presentation Techniques	6		
	Social Media	4		
	Web Design (Elective)	3		
	Visual Communication Design Grad. Project II	10		
	Portfolio and Presentation Techniques	6		
	Creative Strategies in Visual Comm. Design	5		
	Artificial Intelligence in Visual Communication Design (Elective)	3		
	Digital Image Applications	2		
	Graphic Pattern I	6		
	Basic Art Education	7		
	Digital Image Design	4		
	Graphic Pattern II	6		
	Basic Photography	3		
	Basic Art Education II	7		
	Introduction to Graphic Design	7		
	Typography I	5		
	Design in A Digital Environment	6		
	Advertisement Graphic	5		
	Use of Photography in Design	2		
	Visual Communication Design Studio	6		
	Typography II	5		
	Graphic Design Applications	6		
	Experimental Graphic Design	4		
	Desktop Publishing	4		
	Packaging Design I	4		
	Internet and Interface Design I	4		
	Typography II	4	178	%74
	Motion Picture Design	3	ECTS	
	Illustration I	4		
	Game Design I (Elective)	4		
	Information Design I (Elective)	4		
	Internet and Interface Design II	4		
	Packaging Design II	4		
	Typography IV	4		
	Illustration II	4		
	Game Design II (Elective)	4		
	Information Design II (Elective)	4		
	Graphic Design	6		
	Interactive Graphic Design	4		
	Presentation File Design I	4		
	2D Animation with Computer	4		
	Animation (Elective)	4		
	Interactive Design (Elective)	4		
	Graphic Design II	6		
	Presentation File Design II	4		
	Exhibition and Fair Graphics	2		
	Advertising Information	4		
	Pattern I	4		
	Basic Design I	3		
	Pattern II	4	130	%54
	Basic Design II	3	ECTS	
	Computer Based Design I	6		
	Typography I	5		

Graphic Design	4
Computer Based Design II	6
Three-Dimensional Modeling and Animation	6
Typographic Design II	5
Graphic Design II	4
Multimedia Design	4
Packaging Design	4
Digital Illustration I	6
2D Character Design I	8
Web Designing	4
Brand and Identity Design	4
Animation Cinema	3
Digital Illustration II	6
2D Character Design II	8
Information Design	4
Periodical Design	4
Optional Visual Storytelling I	3
Experimental Design I	3
Advanced Animation Applications I	3
Portfolio Design	7
Elective Visual Storytelling II	3
Experimental Design II	3
Advanced Animation Applications II	3

According to Table 4, it has been determined that there are Visual Communication Design departments in 4 universities in the Aegean region of Turkey. According to Table 4, it is seen that 74% of the average ECTS equivalent of course hours related to art and communication technologies in the course curriculum of the Visual Communication Design department at Kutahya Dumlupinar University is application-oriented (178 ECTS). Additionally, in Table 4, the universities where courses related to art and communication technologies are taught with an emphasis on practice are listed respectively: Ege University, 70% (170 ECTS); Aydın Adnan Menderes University 63% (151ECTS); It was determined that Izmir Kâtip Çelebi University was 54% (130ECTS).

Table 5: ECTS Rates of Courses Related to Applied Art and Communication Technologies Taught in Visual Communication Design Departments of State Universities in the Mediterranean Region in Turkey

University Name	Located Faculty	Courses Containing Applied Art and Communication Technologies	ECTS Equivalent of Courses		
			Course ECTS (L)	Total	Percent
Burdur Mehmet Akif Ersoy University	Faculty Of Art and Design	Basic Design – 1	7	133 ECTS	%56
		Pattern – 1	7		
		Computer Based Design – 1	7		
		Basic Design – 2	7		
		Pattern – 2	7		
		Computer Based Design – 2	7		
		Project Design	9		
		Typography	5		
		Animation	5		
		Photo and Video	5		
		Project – 1	9		
		Illustration	5		
		Motion Graphic Design	5		
		Algorithm and Programming	5		
		Project – 2	9		
		Project – 3	9		
Sound Design	5				
Graduation Project – 1	10				
Graduation Project – 2	10				
Suleyman Demirel University	Communication Faculty	Basic Art Education-I	111 ECTS	%46	
		Pattern-I			
		Basic Art Education II			
		Pattern-II			
		Video Shooting Applications			

Typography-I
Broadcast Graphic Design-I
Broadcast Graphic Design-II
Digital Photography
Typography-II
Digital Illustration (Elective)
3D Graphic Animation I
Web Design I
Visual Communication Workshop Applications I
Cartoon and Animation
3D Graphics Animation II
Web Design II
Visual Communication Workshop Applic. II
Graduation Project I
Graduation Project II
Portfolio Design

According to Table 5, it has been determined that Visual Communication Design undergraduate education is offered at 2 universities in the Mediterranean region of Turkey. Table 2 shows that 56% of the average ECTS equivalent of course hours related to art and communication technologies taught in the Visual Communication Design department at Burdur Mehmet Akif University is application-oriented (133 ECTS). At Suleyman Demirel University, it was determined that 46% (111 ECTS) of the average ECTS equivalent of course hours related to art and communication technologies in the visual communication design department course curriculum was taught in an application-oriented manner.

Table 6: ECTS Rates of Courses Related to Applied Art and Communication Technologies Taught in Visual Communication Design Departments of State Universities in the Eastern Anatolia Region in Turkey

University Name	Located Faculty	Courses Containing Applied Art and Communication Technologies	ECTS Equivalent of Courses		
			Course ECTS (L)	Total	Percent
Firat University	Communication Faculty	Basic Design-I	4	121 ECTS	%50
		Analytical Pattern-I	4		
		Basic Design-II	4		
		Analytical Pattern-II	4		
		Computer Based Graphic Design	5		
		Typography-I	5		
		Graphic Design	4		
		Illustration-I	5		
		Creating A Corporate Identity	4		
		Typography-II	5		
		Graphic Design-II	5		
		Illustration-II	5		
		Advertising and Broadcast Graphic Design	4		
		Internet Publishing	4		
		Animation –I	4		
		Interactive Multimedia-I	4		
		Book Design	4		
		Video Shooting Applications	4		
		Web Designing	4		
		Animation –II	4		
		Interactive Multimedia-II	4		
		Comic Design	4		
		Modeling Character Design	5		
Campaign Visual Design	5				
Graduation Project	5				
Exhibition Design	4				
Advertising Film Production	4				
Portfolio Design	4				
Malatya Turgut Ozal	Faculty of Art, Design and	Basic Design I	4	113 ECTS	%47
		Use of Basic Information Technologies	5		
		Computer Based Graphic Design	4		

University	Architecture	Basic Design II	4
		Typography I	6
		Graphic Design	6
		Typography II	6
		Graphic Design II	6
		Graphic Design in Advertising and Publishing	4
		Animation I	6
		Fiction I	6
		Internet Publishing	6
		Video Shooting Applications	4
		Animation II	6
		Fiction II	6
		Visual Perception	6
		Campaign and Visual Design	6
		Web I	6
Web II	6		
Sound Design and Editing	4		
Graduation Project	6		

According to Table 6, it has been determined that there are Visual Communication Design departments in 2 universities in the Eastern Anatolia region of Turkey. According to Table 6, it is seen that in the course curriculum of the Visual Communication Design department at Firat University, 50% of the average ECTS equivalent of course hours related to art and communication technologies is application-oriented (121 ECTS). Additionally, in Table 6, it was determined that 47% of the average ECTS equivalent of course hours related to art and communication technologies in the course curriculum of Malatya Turgut Ozal University Visual Communication Design department was taught in an application-oriented manner (113 ECTS).

Table 7: ECTS Rates of Courses Related to Applied Art and Communication Technologies Taught in Visual Communication Design Departments of State Universities in the Central Anatolia Region in Turkey

University Name	Located Faculty	Courses Containing Applied Art and Communication Technologies	ECTS Equivalent of Courses		
			Course ECTS (L)	Total	Percent
Ankara Hacı Bayram Veli University	Faculty of Fine Arts	Basic Design I	9	120 ECTS	%50
		Basic Design II	8		
		Vector Illustration	4		
		Project 1	10		
		Experimental Art I (Elective)	7		
		Project 2	10		
		Experimental Art II (Elective)	7		
		Project 3	9		
		Photography I (Elective)	7		
		Project 4	9		
		Original Print Image 4 (Elective)	7		
		Project 5	12		
		Original Print Painting 5 (Elective)	7		
		Graduation Project 1	7		
		Original Print Painting 6 (Elective)	7		
Ankara Yıldırım Beyazıt University	Faculty of Architecture and Fine Arts	Basic Design I	9	222 ECTS	%92
		Perspective	5		
		Drawing I	7		
		Use of Computer Technologies	3		
		Basic Design II	9		
		Drawing II	9		
		Design Workshop I	7		
		Computer Based Design I	5		
		Typography I	4		
		Photography I	3		
		Illustration	5		
		Calligraphy Coding (Elective)	4		
		Design Workshop II	7		
		Computer Based Design II	5		

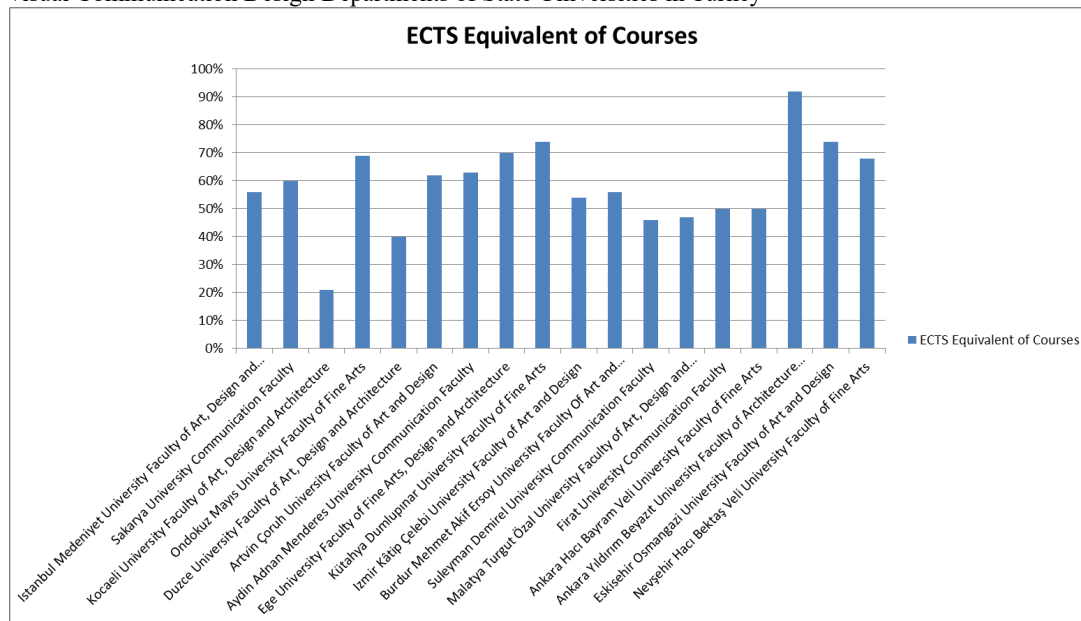
		Typography II	4			
		Photography II	3			
		Digital Illustration	5			
		Information Design (Elective)	4			
		Character Design (Elective)	4			
		Design Workshop III	9			
		Three Dimensional Modeling	9			
		Packaging Design	6			
		Advertising Design (Elective)	4			
		Desktop Publishing (Elective)	4			
		Digital Interface Design (Elective)	4			
		Artificial Intelligence Applic.in Design (Elective)	4			
		Design Workshop IV	9			
		Three Dimensional Modeling II	9			
		Editing Techniques	6			
		Sound Design	4			
		Interactive Publication Design	4			
		Video Production Techniques	4			
		Experimental Typography	4			
		Design Workshop V	8			
		Animation	8			
		Cartoon Design	8			
		Game Design	4			
		Printing Technologies	4			
		New Media Design and Digital Publishing	4			
		Web Designing	4			
		Basic Design I	7			
		Pattern I	6			
		Basic Design II	7			
		Pattern II	6			
		Computer Graphic Design I	6			
		Typography I	6			
		Original Print (Optional)	5			
		Graphic Design Studio I (Elective)	5			
		Computerized Graphic Design II	6			
		Typography II	6			
		Interaction and Interface Design	4			
		Graphic Design Studio II (Elective)	5			
		Illustration (Elective)	5			
		Multimedia Design	7	178	%74	
		Three-Dimensional Modeling and Animation I	6	ECTS		
		Editing Techniques I	6			
		Animation Techniques (Elective)	5			
		Social Responsibility Design	5			
		Three-Dimensional Modeling and Animation II	6			
		Editing Techniques II	6			
		Photography Workshop	6			
		Image Design (Elective)	5			
		Portfolio Design	7			
		Interdisciplinary Design Studio	14			
		Game Design (Elective)	5			
		Visual Communication Project	14			
		Advertising Design	7			
		Web Design Applications (Elective)	5			
		Basic Information Technology Use I	5			
		Basic Design I	8			
		Pattern I	6	164		%68
		Basic Information Technology Use II	5	ECTS		
		Basic Design II	8			

Computer Based Design I	6
Basic Photography	6
Typography	4
Computer Aided Design II	6
Photography And Professional Photography	6
Graphic Design Studio I	6
Optional Packaging Design	4
Video Editing	8
Introduction to Comp. Programming (Elective)	4
Illustration (Elective)	4
Exhibition Design (Elective)	4
Digital Illustration	4
Filmmaking	6
Graphic Design Studio II	8
Animation Techniques (Elective)	4
Interface Design (Elective)	4
Graduation Project 1	14
Experimental Typography	6
Graduation Project 2	14
Portfolio Design	8
Short Film	6

Anadolu University (Eskisehir)	Distance Education Faculty	It is a university that provides distance education and has been excluded from the calculation because its course curriculum is "Theory + Practice = 0".
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In Table 7, it has been determined that there are Visual Communication Design departments in 5 universities in the Central Anatolia region of Turkey. According to Table 7, it is seen that in the course curriculum of the Visual Communication Design department at Ankara Yıldırım Beyazıt University, 92% of the average ECTS equivalent of course hours related to art and communication technologies is application-oriented (222 ECTS). Additionally, in Table 7, the universities where courses related to art and communication technologies are taught with application emphasis are listed respectively; It was determined that Eskişehir Osman Gazi University was 74% (178 ECTS), Nevşehir Hacı Bektaş Veli University was 68% (164 ECTS), Ankara Hacı Bayram Veli University was 50% (120 ECTS). In Table 7, Anadolu University (Eskisehir) is excluded from the calculation because it provides distance education and the theory + practice courses in the course curriculum are "0".

Table 8: ECTS Equivalent of Practice Hour Rates of Art and Communication Technologies Courses Taught in Visual Communication Design Departments of State Universities in Turkey



When looking at the relationship between art and communication technologies and the curriculum of the visual

communication design departments of all state universities in Turkey in Table 8, it was determined that the average ECTS equivalent of the applied course hours of these courses was 58.5%. In Table 8, when the universities with visual communication design departments are examined on the basis of the faculties where the department is established; It was observed that the average ECTS equivalent of applied course hours focusing on art and communication technologies was higher at the Faculty of Fine Arts (68.2%). In Table 8, the faculties with the highest average ECTS equivalent of applied course hours focused on art and communication technologies are identified as the Faculties of Art, Design and Architecture (60.1%) and the Faculties of Communication (45%), respectively.

When we look at the relationship between art and communication technologies and the course curricula in visual communication design departments of state universities according to geographical regions in Turkey; It has been determined that the highest average ECTS equivalent for applied course hours of these courses is given in the visual communication design departments in the Central Anatolia Region (71%) (Table 8). Other regions where the applied course hours of courses related to art and communication technologies in the visual communication design departments provide the highest average ECTS equivalent are; It was concluded that these are the Aegean Region (65.3%), the Black Sea Region (54%), the Mediterranean Region (50%), the Eastern Anatolia Region (48.5%) and the Marmara Region (45.6%).

5. Conclusion

Visual communication design is a concept that we encounter in all areas of our lives and expresses very broad meanings. The designs of the products that are promoted and marketed with visual communication design are made possible by the principles of creative shaping and the source of these principles is in the field of art education. The relationships established by visual communication design with art and communication technologies are handled by using all visual aspects of communication. Design education in visual communication is built on this cultural mission. For this reason, in order to train qualified individuals for the visual communication design sector, it is of great importance that the course content and qualifications of the universities providing education in this field are predominantly art and communication technologies. This study analyses the situation of visual communication design departments in Turkey and reveals the importance of providing applied education with an emphasis on art and communication technologies in these departments. For this purpose, the course curricula of public universities offering undergraduate visual communication design education in Turkey were analysed and statistical data on the proportion of applied courses with an emphasis on art and communication technologies were obtained. These data were presented in tables on the basis of state universities providing visual communication design education in 6 geographical regions (Marmara Region, Black Sea Region, Aegean Region, Mediterranean Region, Eastern Anatolia Region and Central Anatolia Region) across Turkey, and these tables provided the opportunity to make a comparative situation assessment.

In the research, it was determined that the ECTS equivalent of the applied course hours in the visual communication design department course curricula of the state universities in the Central Anatolia Region was higher than the other regions (Table 8).

In the research, it was determined that Visual Communication Design departments are located within the Faculties of Communication in some universities, within the Faculties of Fine Arts in some and within the Faculties of Art, Design and Architecture in some. According to this distinction, it was determined that the highest rate of ECTS equivalent of applied course hours in Visual Communication Design departments with a focus on art and communication technologies was given in the Faculties of Art, Design and Architecture (Table 8). The faculties that give the least weight to applied education were found to be the Faculties of Communication. This situation can be interpreted as that more emphasis is placed on applied education in Faculties of Art, Design and Architecture and more emphasis on theoretical courses in Faculties of Communication.

In Table 8, when we look at the relationship between the course curricula in the visual communication design departments of all public universities in Turkey and art and communication technologies, the fact that the ECTS equivalent of the average of the applied course hours of these courses is 58.5% shows that more emphasis is placed on the technical aspect of visual communication and applied education is more important in foundation universities.

As a result, all these calculations show that the importance given to practical training is higher in the Fine Arts Faculties of state universities compared to other faculties. This situation reveals that in addition to the necessity of giving more weight to applied education in all universities; Communication Faculties should increase the weight of applied education.

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