



**ESOGU ELECTRICAL-ELECTRONICS ENGINEERING DEPARTMENT  
COURSE INFORMATION FORM**

Course Title	Course Code
COMMUNICATION VIA ELECTRONIC MEDIA	151227654

Semester in Program	Number of Course Hours per Week		ECTS Credit
	Theory	Practice	
6	3	0	3

Course ECTS Credit Distribution				
Basic Sciences	Engineering Sciences	Design	General Education	Social
		1	2	

Language of Instruction	Course Level	Course Type
English	Undergraduate	Elective

<b>Prerequisite</b>	NONE
<b>Objectives of the Course</b>	To give students a better understanding of electronic media To teach them the skills for the basic graphic design To improve the communication and presentation skills of students.
<b>Brief Course Content</b>	Communication Essentials, History of Communication, Telecommunication systems: Telegraphy, Telephony, Radio, Television, Telex, fax, e-mail, WWW, Multimedia, Type, Copy and Artwork, Elements of Design, Page Design—Space and Unity, Visual Architecture, Design Mistakes

Learning Outcomes of the Course		Contributed POs	Teaching Methods *	Assessment Methods **
1	Understanding of communication essentials and history of e-media	7a, 7c, 8	1,2,14	A,B
2	Ability to prepare better presentations and graphical user interface	7d	1,2, 14	A,B
3	Ability to design pages for the screen	7a, 7c, 7d	1,2,14	A,B
4				
5				
6				
7				
8				

\***Teaching Methods** 1:Lecture, 2:Discussion, 3:Experiment, 4:Simulation, 5:Question-Answer, 6:Tutorial, 7:Observation, 8:Case Study, 9:Technical Visit, 10:Problem Solving, 11:Individual Work, 12:Team/Group Work, 13:Brain Storm, 14:Project Design / Management, 15:Report Preparation and/or Presentation  
 \*\***Assessment Methods** A:Exam, B:Quiz, C:Oral Exam, D:Homework, E:Report, F:Article Examination, G:Presentation, I:Experimental Skill, J:Project Observation, K:Class Attendance; L:Jury Exam

<b>Main Textbook</b>	N. J. Medoff & B. Kaye, <i>Electronic Media: Then, Now, and Later</i> , 3rd ed., New York, NY: Routledge, 2016
<b>Supplementary Resources</b>	A. White, <i>The Elements of Graphic Design, Space, Unity, Page Architecture, and Type</i> , New York: Allworth Press, 2002 Creative Commons, a Primer for Communication Studies, <a href="https://2012books.lardbucket.org/books/a-primer-on-communication-studies/index.html">https://2012books.lardbucket.org/books/a-primer-on-communication-studies/index.html</a> Tay Vaughan, <i>Multimedia: Making It Work</i> , Eighth Edition-McGraw-Hill Osborne Media (2010)
<b>Necessary Course Material</b>	None

Course Weekly Schedule	
1	Introduction to the Course & Communication Essentials
2	History of Communication
3	Telecommunication systems: Telegraphy
4	Telecommunication systems: Telephony
5	Telecommunication systems: Radio
6	Telecommunication systems: Television
7	Telecommunication systems: Telex, fax, e-mail
8	Mid-Term Exams
9	Multimedia
10	Prepress: Type, Copy and Artwork
11	Elements of Design
12	Page Design—Space and Unity
13	Page Design—Visual Architecture
14	Page Design—Design Mistakes
15	Course Review
16,17	Final Exams

Calculation of Course Workload			
Activities	Count	Time (Hour)	Total Workload (Hour)
Weekly classroom time	14	3	42
Weekly study time (review, reinforcing, preparation)	14	2	14
Homework			
Taking a quiz	1	1	1
Studying for a quiz	1	6	6
Oral exam			
Studying for an oral exam			
Report writing (Preparation and presentation time included)			
Project (Preparation and presentation time included)			
Presentation (Preparation time included)			
Mid-Term Exam	1	1	1
Studying for Mid-Term Exam	1	6	6
Final Exam	1	1	1
Studying for Final Exam	1	8	8
		<b>Total workload</b>	<b>93</b>
		<b>Total workload / 30</b>	<b>3,1</b>
		<b>Course ECTS Credit</b>	<b>3</b>

Assessment	
Activity Type	%
Mid-term	25
Quiz	25
<b>Final Exam</b>	50
<b>Total</b>	100

**COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES**

(5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)

NO	PROGRAM OUTCOMES	Contribution
1	a. Sufficient knowledge of mathematics	
	b. Sufficient knowledge of basic sciences	
	c. Sufficient basic engineering and Electrical-Electronics engineering knowledge	
	d. Skill of applying all these knowledge and experience to complicated Electrical-Electronics engineering problems	
2	Skill of defining, identifying, formulating and solving the complicated problems in Electrical-Electronics engineering and related areas by applying appropriate analysis and modelling methods.	
3	Skill of designing a complicated process, system, equipment or product by applying modern design methods under realistic constraints and conditions.	
4	To analyze and solve the complicated engineering problems:	
	a. skill of developing, selecting and applying the required techniques and devices	
	b. skill of using information technologies effectively	
5	To study the complicated on the complicated Electrical-Electronics engineering problems and research subjects:	
	a. skill of experimental design	
	b. skill of performing the experiments, collecting the data and analyzing and interpreting the results	
6	a. Skill of performing individual studies	
	b. Skill of performing intra and interdisciplinary and multidisciplinary teamwork and studies	
7	a. Skill of effective oral and written communication in Turkish and English	5
	b. Skill of improving and using foreign language knowledge	
	c. Skill of effective reporting, understanding the reports and preparing the design and production reports	5
	d. Skill of effective presentation and giving and getting clear and understandable instructions.	4
8	Awareness of the necessity of life-long learning and skill of accessing to information and following the improvements in contemporary science and technology	5
9	a. Awareness of necessity of behaving in accordance with the ethical principles and awareness of the importance of having professional ethical responsibilities	
	b. Knowledge about legal regulations and standards of engineering	
10	a. Knowledge about project management, risk management and change management	
	b. Awareness of the significance of entrepreneurship and innovation	
	c. Knowledge about sustainable development	
11	Knowledge about the effects of engineering applications and practices on the global and social health, ecology and safety, knowledge about the current problems in relation to the working areas of Electrical-Electronics engineering; and awareness of the legal issues resulting from engineering solutions	
12	Knowledge about modern problems in local and universal scale	

**INSTRUCTORS**

<b>Prepared by</b>	Prof.Dr. H. H. Erkaya			
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**Date:**14.07.2024