



LEFKE AVRUPA ÜNİVERSİTESİ
EUROPEAN UNIVERSITY OF LEFKE

**DEPARTMENT OF
VISUAL COMMUNICATION DESIGN**

PROGRAM INFORMATION

www.eul.edu.tr

PROGRAM INFORMATION

Program Name and Degree Awarded

Visual Communication Design, Bachelor Degree

Duration of Studies

8 semesters, 4 years

Total Credits / ECTS

131 credits / 240 ECTS

Language of Instruction

English

Mission and Vision

The Department of Visual Communication Design envisions becoming a pioneering academic program that nurtures creative, critical, and innovative designers capable of shaping the future of communication and digital culture. By embracing both traditional and emerging design practices, the program aims to inspire graduates who are globally competitive, socially responsible, and equipped to contribute meaningful solutions to the cultural and technological challenges of the contemporary world.

The mission of the Department of Visual Communication Design is to provide students with a comprehensive education that blends theory, practice, and technology in the field of design. Through a curriculum that emphasizes creativity, research, and interdisciplinary collaboration, the program prepares graduates to become adaptable professionals who can critically engage with cultural, social, and ethical dimensions of communication. The department is dedicated to fostering originality, innovation, and design thinking, enabling students to create impactful visual solutions across diverse media platforms.

Program Objectives

The Visual Communication Design program aims to educate creative and socially responsible designers who can combine artistic expression, technological proficiency, and critical thinking to address contemporary communication challenges. By fostering a balance between theory and practice, the program equips students with the skills to succeed in diverse design and media industries while encouraging innovation, collaboration, and ethical awareness. Graduates of the program are expected to demonstrate adaptability in an evolving global landscape and contribute positively to cultural, social, and technological development.

Key Objectives:

- Develop strong foundations in design principles, visual literacy, and creative problem-solving.

- Equip students with advanced digital and traditional design skills for print, interactive, and multimedia platforms.
- Foster critical thinking, research, and the ability to analyze cultural and social contexts in design.
- Encourage innovation, experimentation, and originality in both academic and professional projects.
- Promote ethical awareness, sustainability, and social responsibility in communication design practices.
- Prepare graduates for successful careers in design, advertising, media, digital communication, and creative industries, as well as for advanced academic studies.

Program Learning Outcomes

Graduates of the Visual Communication Design program will be able to:

1. **Design Knowledge & Principles** – Demonstrate a comprehensive understanding of design theory, visual communication principles, and aesthetics in both traditional and digital contexts.
2. **Creative Problem-Solving** – Apply creative and critical thinking skills to analyze, conceptualize, and develop innovative design solutions for diverse communication challenges.
3. **Technical Proficiency** – Use industry-standard tools and technologies (e.g., Adobe Creative Suite, 3D and animation software, prototyping tools) to produce high-quality visual and interactive media.
4. **Research & Analysis** – Conduct research, interpret data, and integrate theoretical, cultural, and social perspectives into design processes.
5. **Communication & Storytelling** – Create clear, engaging, and impactful visual narratives through images, typography, motion, and multimedia platforms.
6. **User-Centered Design** – Apply user experience (UX) and interaction design principles to create functional, accessible, and meaningful digital products.
7. **Collaboration & Leadership** – Work effectively in interdisciplinary teams, demonstrating collaboration, leadership, and project management skills.
8. **Ethics & Social Responsibility** – Evaluate the ethical, cultural, and environmental implications of design decisions, promoting sustainable and socially responsible practices.
9. **Adaptability & Lifelong Learning** – Adapt to evolving technologies, media platforms, and industry trends while demonstrating readiness for lifelong learning and professional growth.

10. Professional Practice – Build and present a professional design portfolio that reflects originality, technical expertise, and preparedness for careers in creative industries or further academic studies.

Curriculum

1. Year Fall				
Course Code	Course Name	C	Crds	ECTS
COMN104	Psychology	C	3	5
VCDE101	Design Principles	C	6	7
VCDE113	Freehand Drawing	C	3	6
VCDE151	Introduction To Visual Communication Design	C	3	4
UFLE01	Foreign Language Elective I (English)[1-2]	E	3	3
UTECE01	University Elective I[1-2]	E	3	5
Curriculum Total Credit:21 ECTS:30 Course Number:6 Compulsory:4 Elective:2				
1. Year Spring				
Course Code	Course Name	C	Crds	ECTS
COMC104	Introduction To Communication	C	3	6
COMN204	Ethics In Profession	C	3	5
VCDE104	Digital Photography	C	3	5
VCDE114	Perception And Design Concepts	C	3	9
UFLE02	Foreign Language Elective Ii (English)[1-2]	E	3	3
UHTC02	Turkish[1]	C	2	2
Curriculum Total Credit:17 ECTS:30 Course Number:6 Compulsory:5 Elective:1				
2. Year Fall				
Course Code	Course Name	C	Crds	ECTS
VCDE201	Visual Communication Design I	C	4	7
VCDE251	Computer Aided Design	C	3	6
VCDE253	New Media And Communication Technologies	C	3	6
VCDE255	Digital Content Production	C	3	6
VCDE259	Storytelling And New Media	C	3	5
Curriculum Total Credit:16 ECTS:30 Course Number:5 Compulsory:5 Elective:0				
2. Year Spring				
Course Code	Course Name	C	Crds	ECTS
VCDE202	Visual Communication Design Ii	C	4	7
VCDE260	Typography And Layout Design	C	3	6
VCDE262	Digital Illustration And 2D Animation	C	3	6
VCDE264	Motion Design	C	3	6
VCDE268	Interaction Design	C	3	5
Curriculum Total Credit:16 ECTS:30 Course Number:5 Compulsory:5 Elective:0				
3. Year Fall				
Course Code	Course Name	C	Crds	ECTS
VCDE301	Visual Communication Design Iii	C	4	7

VCDE305	3D Animation	C	3	5
VCDE363	User Experience	C	3	6
VCDE365	Digital Marketing Communication	C	3	6
UFRC01	University Elective II[1-23]	E	3	4
UHTC01	History[1]	C	2	2
Curriculum Total Credit:18 ECTS:30 Course Number:6 Compulsory:5 Elective:1				
3. Year Spring				
Course Code	Course Name	C	Crd	ECTS
VCDE302	Visual Communication Design Iv	C	4	7
VCDE360	Branding And Identity Design	C	3	6
VCDE362	Organic Modelling	C	3	7
UFRC02	University Elective Ii[1-23]	E	3	4
VCEL01	Technical Elective I[1-6]	E	3	6
Curriculum Total Credit:16 ECTS:30 Course Number:5 Compulsory:3 Elective:2				
4. Year Fall				
Course Code	Course Name	C	Crd	ECTS
VCDE400	Summer Training	C	0	1
VCDE401	Graduation Project I	C	3	5
VCDE403	Interdisciplinary Design Studio	C	4	8
UFRC03	University Elective Iii[1-23]	E	3	4
VCEL02	Technical Elective Ii[1-6]	E	3	6
VCEL03	Technical Elective Iii[1-6]	E	3	6
Curriculum Total Credit:16 ECTS:30 Course Number:6 Compulsory:3 Elective:3				
4. Year Spring				
Course Code	Course Name	C	Crd	ECTS
VCDE402	GRADUATION PROJECT II	C	3	8
VCDE404	PORTFOLIO DESIGN	C	3	4
VCEL04	TECHNICAL ELECTIVE IV[1-6]	E	3	6
VCEL05	TECHNICAL ELECTIVE V[1-7]	E	3	6
VCEL06	TECHNICAL ELECTIVE VI[1-6]	E	3	6
Curriculum Total Credit:15 ECTS:30 Course Number:5 Compulsory:2 Elective:3				

Laboratory and Equipment Capacity (if applicable)

Computer Lab with 30 computers

Career Opportunities

Graduates of the Visual Communication Design program are prepared for diverse professional roles in the creative industries, media, and communication sectors. With strong foundations in design principles, digital tools, and storytelling, they can pursue careers in both traditional and emerging fields of design. Possible career paths include:

- Graphic Designer (print and digital media)
- Visual Communication Designer
- Branding and Identity Designer

- User Interface (UI) / User Experience (UX) Designer
- Interaction Designer
- Motion Graphics Designer
- 2D/3D Animator and Illustrator
- Digital Content Creator / Social Media Designer
- Web and Mobile App Designer
- Art Director or Creative Director
- Photography and Multimedia Specialist
- Advertising and Marketing Designer
- Design Consultant in cultural, educational, or non-profit organizations

Additionally, graduates may continue their academic journey by pursuing master's and doctoral studies in design, media, or related communication fields, preparing them for careers in research and higher education.

Contact Information

Assist. Prof. Dr. Elif ATAMAZ
Head of Department
eatamaz@eul.edu.tr

COURSE CATALOGUE DESCRIPTIONS

VCDE113 Freehand Drawing

This course enhances students' drawing skills through observational and imaginative practices, focusing on line, form, proportion, shading, and composition. Students will use various media to develop confidence and accuracy in manual illustration for design and communication.

VCDE101 Design Principals

This course introduces the basic elements and principles of design such as balance, contrast, rhythm, hierarchy, and unity. Through theoretical and practical exercises, students learn how to create effective visual compositions. The course encourages experimentation and critical analysis, laying a foundation for more advanced design work.

VCDE151 Introduction to Visual Communication Design

This course provides an overview of visual communication as a discipline and profession. Students are introduced to the conceptual and practical aspects of communication through images, typography, symbols, and media. Emphasis is placed on understanding the role of visual design in cultural, social, and technological contexts.

VCDE114 Perception and Design Concepts

This course examines how perceptual psychology and cognitive processes impact visual design. Students will learn about color, form, space, motion, and visual hierarchy, focusing on creating effective, user-centered designs. Through lectures and design exercises, they will gain insights into how perception influences communication and aesthetics in visual media.

VCDE104 Digital Photography

The course aims to enable the students to gain control in basic photography, as well as to develop their skills in pixel based photographic design, using numerous digital photo editing software. Students will utilize and become familiar with basic concepts of photography, photography techniques, types of photography, art photography, photojournalism, documentary photography, and will be familiar with several technical methods such as framing at photography, depth of field, perspective and colour settings.

VCDE201 Visual Communication Design I

This course emphasizes the creative application of visual design principles in both print and screen-based media. Students will engage in projects that cover layout, typographic structure, image-text relationships, and concept development. The course highlights the importance of idea generation, visual hierarchy, and narrative communication. Additionally, it provides foundational experience in transforming abstract concepts into coherent visual messages.

VCDE253 New Media and Communication Technologies

This course examines the impact of new media technologies on communication practices and the broader cultural landscape. Students will explore the evolution of digital media, emerging technologies, and their implications for society, businesses, and communication professionals.

VCDE255 Digital Content Production

The course provides a basic introduction to multimedia tools like text, layout, graphic, photo, video, and audio focusing on writing, designing and producing content for diverse social media and digital communication platforms. The most important goal of the course is for the student to be able to adapt content and messages that will be relevant to digital marketing and communication strategies. This also includes an understanding of the various target groups for the message.

VCDE259 Storytelling and New Media

The course looks at the theory, principles, and practice of digital storytelling across new media. Course examines linear, nonlinear, and experimental storytelling techniques, focusing on digital platforms for interactive sharing. Course practices go through the process of creating narrative image data to share on social media and equip students with audio-visual storytelling tricks and methods to create structures and scripts that work for digital sharing.

VCDE251 Computer Aided Design

This course introduces computer-aided design tools for visual communication. Students will learn vector and layout design using Adobe Illustrator and InDesign, focusing on precision, composition, typographic control, and file preparation for print and digital publishing. The goal is to develop technical fluency for future design production.

VCDE202 Visual Communication Design II

This course emphasizes advanced composition, conceptual development, and creative strategies for visual problem-solving. Students will explore experimental approaches to integrating form, text, and images while tackling real-world communication challenges. Projects will focus on creating persuasive, functional, and aesthetically engaging visual messages across a variety of media.

VCDE268 Interaction Design

This course provides a high-level overview of the essential concepts related to interaction design focusing on screen based interaction issues. During the course, students will become familiar with the elements of visual representations by using various tools and applications that are commonly used in professional interaction design work.

VCDE264 Motion Design

This course explores dynamic design through motion. Students will learn to animate visual content using typography, shapes, and imagery in time-based media, focusing on timing, rhythm, transitions, and storytelling. Using industry-standard software, they will create title sequences, kinetic typography, and animated graphics for digital platforms.

VCDE262 Digital Illustration and 2D Animation

This course combines digital illustration techniques with 2D animation fundamentals. Students will create visual characters and assets, learning to animate them through motion. Key topics include drawing for animation, frame-by-frame and rig-based animation, and expressive movement, with a focus on artistic expression and production skills.

VCDE260 Typography and Layout Design

This course explores typography as a key element of visual communication. Students will learn about type anatomy, hierarchy, spacing, and layout principles while focusing on the interplay between type and images. Through hands-on projects, they will create typographic compositions for various formats.

VCDE301 Visual Communication Design III

This course enhances students' skills in developing complex design projects. It focuses on strategic thinking, audience targeting, and clear messaging across various formats. Students will create integrated campaigns and visual systems for print, digital, and spatial applications, emphasizing original ideas, research-based design, and professional presentation

VCDE305 3D Animation

This course introduces students to 3D animation production, covering the animation pipeline, including modeling, texturing, rigging, lighting, and rendering. Using industry-standard software, students will create animated scenes with a focus on timing, camera movement, expression, and storytelling for visual communication and entertainment.

VCDE363 User Experience

This course provides an in-depth exploration of user experience (UX) principles in interactive visual design. Students will apply user research methods, information architecture, wireframing, and usability testing to create intuitive digital products. The course emphasizes accessibility, functionality, and design empathy, preparing students to develop interfaces that are both aesthetically pleasing and user-focused.

VCDE365 Digital Marketing Communication

The course's objective is to provide information on communication and digital marketing, both theoretical and practical. In addition to the theory, real-world examples, and technologies utilised in digital marketing, the student will have the chance to master the ins and outs of communication with a focus on digital marketing and will learn more about the topics that go under the umbrella of Internet marketing.

VCDE302 Visual Communication Design IV

In this advanced studio course, students tackle multidisciplinary design challenges that demand conceptual understanding, strategic thinking, and quality execution. Emphasizing systems thinking and audience research, the course encourages the development of cohesive visual languages across media platforms. Students will explore experimental and socially engaged design practices while refining their styles.

VCDE360 Branding and Identity Design

This course centers on developing brand identities and visual systems. Students will examine the strategic and emotional components of branding, including brand storytelling, tone of voice, and audience perception. Projects will encompass logo design, color palettes, typography, and the creation of brand guidelines. The course emphasizes the importance of consistency, adaptability, and meaningful design in identity development across both physical and digital platforms.

VCDE362 Organic Modelling

In this course, students will learn to create highly detailed creatures, characters, and props for both film and games. Students will learn a variety of techniques for working with high density polygon meshes and 3D painting to generate detailed texture and normal maps. This course aims to investigate advanced modelling techniques and the quick generation of concepts for 3D models. An emphasis will be placed on developing efficient pipelines to streamline the entire process from modelling to rendering.

VCDE403 Interdisciplinary Design Studio

This course fosters collaboration across disciplines by engaging students in real-world design challenges that integrate visual communication with architecture, industrial design, game design, and media arts. Teams research, conceptualize, and prototype user-centered solutions to complex problems, emphasizing effective communication, teamwork, design ethics, and thorough documentation.

VCDE400 Summer Training

A compulsory non-credit internship that provides students with professional experience in a design-related workplace. Over the course of a 20-day summer training, students observe industry workflows, participate in tasks, and reflect on their roles and responsibilities as emerging designers. A detailed internship report must be submitted for evaluation at the beginning of the following semester.

VCDE401 Graduation Project I

This capstone course begins the process of an independent, research-driven design project. Students will identify a problem, conduct thorough research, and create a detailed project

proposal along with a visual concept. The course emphasizes project planning, idea development, and early-stage prototyping. Students are expected to demonstrate originality, critical thinking skills, and the ability to work independently or collaboratively in a self-directed team environment.

VCDE404 Portfolio Design

This course focuses on building a professional design portfolio that highlights each student's unique style and skills. Students will curate their best academic and personal projects across print, digital, and interactive media. Emphasis is placed on effective presentation, documentation, personal branding, and career preparation. Additionally, students will learn to develop a digital portfolio and create branding materials like resumes and websites.

VCDE402 Graduation Project II

Students are required to create a comprehensive and well-documented visual communication project that incorporates research, design strategy, aesthetics, and user needs. The project will conclude with a public presentation or exhibition, which will be accompanied by process documentation and a critical project report. Emphasis will be placed on innovation, professionalism, and preparedness for entry into the design industry.