

Industrial Product Design

Bachelor

TR-NQF-HE: Level 6

QF-EHEA: First Cycle

EQF-LLL: Level 6

General course introduction information

Course Code:	YMD208								
Course Name:	Blogging								
Course Semester:	Spring								
Course Credits:	<table><thead><tr><th>Theoretical</th><th>Practical</th><th>Credit</th><th>ECTS</th></tr></thead><tbody><tr><td>3</td><td>0</td><td>3</td><td>4</td></tr></tbody></table>	Theoretical	Practical	Credit	ECTS	3	0	3	4
Theoretical	Practical	Credit	ECTS						
3	0	3	4						
Language of instruction:	TR								
Course Requisites:									
Does the Course Require Work Experience?:	No								
Type of course:	Common Pool								
Course Level:	<table><tbody><tr><td>Bachelor</td><td>TR-NQF-HE:6. Master`s Degree</td><td>QF- EHEA:First Cycle</td><td>EQF-LLL:6. Master`s Degree</td></tr></tbody></table>	Bachelor	TR-NQF-HE:6. Master`s Degree	QF- EHEA:First Cycle	EQF-LLL:6. Master`s Degree				
Bachelor	TR-NQF-HE:6. Master`s Degree	QF- EHEA:First Cycle	EQF-LLL:6. Master`s Degree						
Mode of Delivery:	Face to face								
Course Coordinator :	Dr.Öğr.Üyesi AYŞE NAZLIHAN BEŞİKTAŞ								
Course Lecturer(s):	Öğr.Gör. BELİRSİZ								
Course Assistants:									

Course Objective and Content

Course Objectives:	The word 'blog' is derived from the English word 'weblog'. Blogs are an environment where someone who has an idea about a subject can write and share their ideas on a daily basis. The aim of this course is to provide students with the knowledge and skills to create their own blogs by teaching blog website design.
Course	Blog creation, blog authoring, blog infrastructures, WordPress, Blogger, blog administration panel

Content: and blog settings, domain name, gadget usage, blog Page Management, blog posts and SEO, Blog Tag and categories, blog content production.

Learning Outcomes

The students who have succeeded in this course;

Learning Outcomes

1 - Knowledge

Theoretical - Conceptual

1) Having basic knowledge about blogging, producing blog content, blog page management; To be able to explain blog infrastructures, blog tags and categories and SEO concepts.

2 - Skills

Cognitive - Practical

1) Ability to create blogs using platforms such as Blogger, Wordpress, to create accurate and creative blog content for the target audience, to use effective and interactive blog management by using blog tags and categories correctly.

3 - Competences

Communication and Social Competence

1) To be able to produce publications that address social problems, educate and inform citizens by creating blogs and content with a sense of social responsibility.

Learning Competence

1) To be able to transfer basic knowledge and gains related to blog creation and management to other disciplines of communication. To be able to evaluate the literature of new media and communication discipline in a blogging perspective.

Field Specific Competence

1) Acting in accordance with social, scientific, cultural and ethical values in the stages of data collection, interpretation, application and announcement of results in research and studies conducted in the field of blog and content production.

Competence to Work Independently and Take Responsibility

1) To be able to create an independent blog for personal purposes and needs, to create creative content and make blog interaction high and visible. Taking responsibility in different disciplines such as page

management, creative content production and visual design in blog publishing.

Lesson Plan

Week	Subject	Related Preparation
1)	Meeting - Course Overview.	.
2)	What is a Blog? Purposes - usage areas - types.	.
3)	Creating a Blog: Blog Topic - Setting a Blog Name. Positioning the blog brand.	.
4)	Creating a Blog: Creating a Blog Infrastructure / Platform (Wordpress, Blogger etc.)	.
5)	Creating a Blog: Domain Name, Hosting and Domain.	.
6)	Managing Blog: Blog Admin Panel and Blog Settings.	.
7)	Midterm Exam.	None
8)	Blog Page Management: Blog design and gadget usage	.
9)	Blog Page Management: Blog post settings and SEO.	.
10)	Blog Page Management: Using tags and categories.	.
11)	Blog Content Production: Defining target audience, finding appropriate tone and language.	.
12)	Blog Content Production: Creating Creative Content and entering content into the Blog.	.
13)	Sample Application / Case Study.	.
14)	Sample Application / Case Study.	.
15)	final exam	none

Sources

Course Notes / Textbooks:	YouTube ve Video Blog Rehberi (2017). Okan Yüksel - Nirvana Yayınları.
References:	How To Make Money Blogging: How I Replaced My Day-Job and How You Can Start A Blog Today (2013). Bob Lotich. The Book Blogger Platform: The Ultimate Guide to Book Blogging (2016). Barb

Course-Program Learning Outcome Relationship

Learning Outcomes	1	2	3	4	5	6
Program Outcomes						
1) Ability to think creatively and innovatively in industrial design discipline.						
2) Ability to master professional material and production technologies and follow up developments and to effectively apply acquired knowledge in the projects						
3) Ability to reflect cultural values to professional approaches						
4) Ability to reach to original design solutions through critical approach to complex design problems and also foresee potential user needs.						
5) Having the knowledge and ability to effectively use two and three dimensional design tools and technologies in industrial design						
6) Ability to participate in teamwork in companies and to effectively participate in industrial design project management						
7) Ability to have professional and ethical sense of responsibility						
8) To work independently, to take responsibility and to develop designerly sensitivities towards global problems						

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Low	3 Average	4 High	5 Highest

Program Outcomes	Level of Contribution
1) Ability to think creatively and innovatively in industrial design discipline.	
2) Ability to master professional material and production technologies and follow up developments and to effectively apply acquired knowledge in the projects	
3) Ability to reflect cultural values to professional approaches	
4) Ability to reach to original design solutions through critical approach to complex design problems and also foresee potential user needs.	

5)	Having the knowledge and ability to effectively use two and three dimensional design tools and technologies in industrial design	
6)	Ability to participate in teamwork in companies and to effectively participate in industrial design project management	
7)	Ability to have professional and ethical sense of responsibility	
8)	To work independently, to take responsibility and to develop designerly sensitivities towards global problems	

Learning Activity and Teaching Methods

Field Study	✓
Expression	✓
Individual study and homework	✓
Lesson	✓
Reading	✓
Homework	✓
Project preparation	✓
Application (Modelling, Design, Model, Simulation, Experiment etc.)	✓
Web Based Learning	✓

Assessment & Grading Methods and Criteria

Homework	✓
Application	✓
Individual Project	✓
Reporting	✓
Bilgisayar Destekli Sunum	✓

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Application	1	% 50

Final	1	% 50
total		% 100
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
total		% 100

Workload and ECTS Credit Grading

Activities	Number of Activities	Workload
Course Hours	14	42
Application	13	39
Special Course Internship (Work Placement)	16	32
Midterms	1	3
Final	1	3
Total Workload		119