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| ABU_KKK_01-15.jpg | | | | | | **ECTS Course Description Form** | | | | | | | | | | | | | | | | | | |
| **PART I (Senate Approval)** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Offering School** | *Tourism Faculty* | | | | | | | | | | | | | | | | | | | | | | | |
| **Offering Department** | *Gastronomy* | | | | | | | | | | | | | | | | | | | | | | | |
| **Program(s) Offered to** | *Gastronomy* | | | | | | | | | | | | | | *Elective* | | | | | | | | | |
|  | | | | | | | | | | | | | |  | | | | | | | | | |
|  | | | | | | | | | | | | | |  | | | | | | | | | |
| **Course Code** | *GAST 431* | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Name** | *Food Styling and Photography* | | | | | | | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | *English* | | | | | | | | | | | | | | | | | | | | | | | |
| **Type of Course** | *Lecture* | | | | | | | | | | | | | | | | | | | | | | | |
| **Level of Course** | *Undergraduate* | | | | | | | | | | | | | | | | | | | | | | | |
| **Hours per Week** | **Lecture: 3** | | | | | | **Laboratory:** | | | | | **Recitation:** | | | **Practical:** | | | **Studio:** | | **Other:** | | | | |
| **ECTS Credit** | *4* | | | | | | | | | | | | | | | | | | | | | | | |
| **Grading Mode** | *Letter Grade* | | | | | | | | | | | | | | | | | | | | | | | |
| **Pre-requisites** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Co-requisites** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Registration Restriction** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Educational Objective** | *To develop the students’ information about marketing in food and beverage industry.* | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Description** | *The content of this course will consist of technical information to provide expertise in the field of visual and written social media and in the field where artistic practices take place in, and examples from that work area. Students will learn information about marketing in food and beverage industry and communication in particular, texture, balance, color, movement and basic design concepts such as integrity and design of serving plate.* | | | | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | **LO1** | | | | | *Discuss about the significant role of food styling and photography in the gastronomic and tourism industry* | | | | | | | | | | | | | | | | | | |
| **LO2** | | | | | *Identify the different stages of the food styling and photography research process* | | | | | | | | | | | | | | | | | | |
| **LO3** | | | | | *Develop your skills as a design of serving plate* | | | | | | | | | | | | | | | | | | |
| **LO4** | | | | | *Develop your skills as a marketing in food and beverage industry* | | | | | | | | | | | | | | | | | | |
| **LO5** | | | | |  | | | | | | | | | | | | | | | | | | |
| **LO6** | | | | |  | | | | | | | | | | | | | | | | | | |
| **n..** | | | | |  | | | | | | | | | | | | | | | | | | |
| **PART II (Faculty Board Approval)** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Basic Outcomes (University-wide)** | **No.** | | | | | **Program Outcomes** | | | | | | | | **LO1** | | **LO2** | **LO3** | | **LO4** | | | **LO5** | **LO6** | |
| **PO1** | | | | | **Ability** to communicate effectively and write and present a report in Turkish and English. | | | | | | | |  | | *X* |  | |  | | |  |  | |
| **PO2** | | | | | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. | | | | | | | |  | |  | *X* | | *X* | | |  |  | |
| **PO3** | | | | | **Recognition** of the need for life-long learning and **ability** to access information, follow developments in science and technology, and continually reinvent oneself. | | | | | | | | *X* | |  | *X* | |  | | |  |  | |
| **PO4** | | | | | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. | | | | | | | |  | | *X* | *X* | |  | | |  |  | |
| **PO5** | | | | | **Awareness** of sectors and **ability** to prepare a business plan. | | | | | | | | *X* | |  | *X* | |  | | |  |  | |
| **PO6** | | | | | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | | | | | | | |  | | *X* |  | | *X* | | |  |  | |
| **Faculty Specific Outcomes** | **PO7** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO8** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO9** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO10** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO11** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO12** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **Discipline Specific Outcomes (program)** | **PO13** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO14** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO15** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO16** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO17** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PO18** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **Specialization Specific Outcomes** | **PO N….** | | | | |  | | | | | | | |  | |  |  | |  | | |  |  | |
| **PART III (Department Board Approval)** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | | | **Subjects** | | | **Week** | |  | | | | | | **LO1** | | **LO2** | **LO3** | | **LO4** | | | **LO5** | **LO6** | |
| **S1** | | | 1 | | Introduction | | | | | | A1 | | A1 |  | |  | | |  |  | |
| **S2** | | | 2-3-4 | | Food Photography Fundamentals | | | | | | A1 | | A1 |  | |  | | |  |  | |
| **S3** | | | 5-6-7 | | Lighting Design | | | | | |  | |  |  | | A1;  A5 | | |  |  | |
| **S4** | | | 8 | | Styling and Props | | | | | |  | |  | A5; A6 | |  | | |  |  | |
| **S5** | | | 9 | | Framing and Composition | | | | | |  | |  | A5, A6 | |  | | |  |  | |
| **S6** | | | 10 | | Let’s get social | | | | | |  | |  |  | | A5; A6 | | |  |  | |
| **S7** | | | 11-12 | | Processing Images with Adobe Lightroom | | | | | |  | |  |  | | A5; A6 | | |  |  | |
| **S8** | | | 13 | | Behind the Scenes | | | | | |  | |  |  | | A5; A6 | | |  |  | |
| **S9** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S10** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S11** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S12** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S13** | | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules** | | | **No.** | | **Type** | | | | | | **Weight** | | **Implementation Rule** | | | | **Make-Up Rule** | | | | | | | |
| **A1** | | **Exam** | | | | | | *60%* | | *There will be 2 exams for this course. Exam dates will be shown on the tentative schedule and it can be changed according to the course schedule.* *Midterm is weighted 20% and Final is weighted 40%* | | | | No make-up exam is allowed unless the student reports the inevitable event in advance and submit a legitimate document no later than one week after the event.  The exception is not applied to the second exam. | | | | | | | |
| **A2** | | **Quiz** | | | | | | *-* | |  | | | |  | | | | | | | |
| **A3** | | **Homework** | | | | | | *-* | |  | | | |  | | | | | | | |
| **A4** | | **Project** | | | | | | *-* | |  | | | |  | | | | | | | |
| **A5** | | **Report** | | | | | | *20%* | | *Each student should prepare his/her report by himself/herself.* | | | | Points will be deduced for late submissions. | | | | | | | |
| **A6** | | **Presentation** | | | | | | *20%* | | *Team work* | | | | Points will be deduced for late submissions. | | | | | | | |
| **A7** | | **Class/Lab./**  **Field Work** | | | | | | *-* | |  | | | |  | | | | | | | |
| **A8** | | **Other** | | | | | | *-* | |  | | | |  | | | | | | | |
| **TOTAL** | | | | | | | | **100%** | |  | | | |  | | | | | | | |
| **Evidence of Achievement of Learning Outcomes** | | | Students will demonstrate learning outcomes through in-class activities, team presentations, individual reports and exams | | | | | | | | | | | | | | | | | | | | | |
| **Method for Determining Letter Grade** | | | Grade will be determined by your total points earned under the criteria below:   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Total Points | 100 | 100-90 | 89-87 | 86-84 | 83-80 | 79-77 | 76-74 | 73-70 | 69.-67 | 66.-64 | 63-60 | 59-0 | | Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F | | Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | |
| **Teaching Methods, Student Work Load** | | | **No** | **Method** | | | | | | **Explanation** | | | | | | | | | | | **Hours** | | | |
| ***Time applied by instructor*** | | | | | | | | | | | | | | | | | | | | | |
| **1** | **Lecture** | | | | | | Lecturing and utilizing the text-book and the additional readings provided by the instructor. | | | | | | | | | | | 14x3 = 42 | | | |
| **2** | **Interactive Lecture** | | | | | | Multiple writing/searching in-class activities require much interactions among all class members. | | | | | | | | | | | 14x1= 14 | | | |
| **3** | **Recitation** | | | | | |  | | | | | | | | | | | 0 | | | |
| **4** | **Laboratory** | | | | | |  | | | | | | | | | | | 0 | | | |
| **5** | **Practical** | | | | | |  | | | | | | | | | | | 0 | | | |
| **6** | **Field Work** | | | | | |  | | | | | | | | | | | 0 | | | |
| ***Time expected to be allocated by student*** | | | | | | | | | | | | | | | | | | | | | |
| **7** | **Project** | | | | | |  | | | | | | | | | | |  | | | |
| **8** | **Homework** | | | | | | Students are engaged in a team presentation activity and an individual report | | | | | | | | | | | 2x14 = 28 | | | |
| **9** | **Pre-class Learning of Course Material** | | | | | | Students require to read the relevant chapters before the class. | | | | | | | | | | | 14x1 = 14 | | | |
| **10** | **Review of Course Material** | | | | | | Students require to read the relevant chapters and academic papers after the class. | | | | | | | | | | | 14x1 = 14 | | | |
| **11** | **Studio** | | | | | |  | | | | | | | | | | | 0 | | | |
| **12** | **Office Hour** | | | | | | Each student requires to meet the instructor for his/her research proposal. | | | | | | | | | | | 0 | | | |
| **TOTAL** | | | | | | | | | | | | | | | | | | *112* | | | |
| **IV. PART** | | | | | | | | | | | | | | | | | | | | | | | | |
| **Instructor** | | **Name** | | | | | | |  | | | | | | | | | | | | | | |
| **E-mail** | | | | | | |  | | | | | | | | | | | | | | |
| **Phone Number** | | | | | | |  | | | | | | | | | | | | | | |
| **Office Number** | | | | | | |  | | | | | | | | | | | | | | |
| **Office Hours** | | | | | | |  | | | | | | | | | | | | | | |
| **Course Materials** | | **Mandatory** | | | | | | | Nicole S. Young. Food Photography: From Snapshots to Great Shots. Publisher: Peachpit Press; 2 edition (29 July 2015). ISBN-13: 978-0134097138 | | | | | | | | | | | | | | |
| **Recommended** | | | | | | |  | | | | | | | | | | | | | | |
| **Other** | | **Scholastic Honesty** | | | | | | | Any student with an academically misbehavior will be expelled from the course. | | | | | | | | | | | | | | |
| **Students with Disabilities** | | | | | | |  | | | | | | | | | | | | | | |
| **Safety Issues** | | | | | | |  | | | | | | | | | | | | | | |
| **Flexibility** | | | | | | | The instructor reserves the right to change any aspect of the course in response to the needs of the class. | | | | | | | | | | | | | | |