Pharmacy (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI214
Course Name:	Reading Images
Semester:	Spring
Course Credits:	ECTS
	5
Language of instruction:	English
Course Condition:	
Does the Course Require Work Experience?:	No
Type of course:	University Elective
Course Level:	

Bachelor	TR-NQF-HE:6. Master`s Degree	QF-EHEA:First Cycle	EQF-LLL:6. Master`s Degree

Mode of Delivery:	E-Learning
Course Coordinator:	Prof. Dr. AYBİKE SERTTAŞ
Course Lecturer(s):	Aybike Serttaş
Course Assistants:	

Course Objective and Content

Course Objectives:	To ask questions on principles of creating images, aesthetic perception, creating meaning, power of image.
Course Content:	How images in mass media are created, and how our human senses can perceive and evaluate them?

Learning Outcomes

The students who have succeeded in this course;

1) Can define the theories on the view of the audience.

2) Can tell elements of cinematography.

3) Can explain post-truth

4) Can read body language in images.

5) Can define the power of images as a storytelling tool.

Course Flow Plan

Week	Subject	Related Preparation
1)	General information about the course, book and film suggestions, a general discussion about the image and word and the relationship between these two.	
2)	Looking as an act of choise	
3)	An image as a recreated or reproduced appearance	
4)	The view of the audience	
5)	The issues of visualization and the viewer experience.	
6)	Reading beauty	
7)	Reading Squid Game	
8)	Reading body language	
9)	Stuart Hall's coding and encoding theory	
10)	About Foucault and Magritte	
11)	Reading Sexism	
12)	Reading images in technical way	
13)	Elements of cinematography 1	
14)	Elements of cinematography II	
15)	Elements of cinematography III	

Sources

Course Notes / Textbooks:	Ways of Seeing, John Berger
	History of Beauty, Umberto Eco

	Setting up Your Shots, Jeremy Vineyard	
References:	Ways of Seeing, John Berger History of Beauty, Umberto Eco Setting up Your Shots, Jeremy Vineyard	

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) Applies and develops the universal and social dimensional effects of basic, professional and technological knowledge in the field of pharmacy as well as pharmacy practice interdisciplinary by following legal, deontological and ethical rules.					
2) Defines the terminology related to the pharmacy profession; solves problems , accesses scientific information in the field of pharmacy, after monitoring and evaluating the current literature, applies , communicates, shares by using information technologies effectively and efficiently.					
3) Uses theoretical and practical knowledge about the anatomical structure of the human body, the physiological working principles of systems, biochemical, immunological events in the organism and microorganisms.					
4) Uses basic and advanced analytical techniques and methods by running qualitative/quantitative analyzes and interprets the findings by using appropriate statistical methods.					
5) Defines medicinal plants, herbal drugs and active substances; gains the skills for the development of natural products used for medical purposes.					
6) Applies patient-centered and individualized pharmaceutical care service together with other healthcare personnel within the framework of rational drug use by using the principles of clinical pharmacy, pharmacoeconomics, pharmacotherapy and phytotherapy.					
7) Knows the biological properties, structure-activity relationships, and metabolisms of drugs and gains the skill for the synthesize and development of new drug candidates.					
8) He/She is competent at formulations, production, stability, quality assurance, licensing, patent studies, legal regulations of products containing natural origin and / or synthetic active substances, advanced therapy medicinal products, radiopharmaceuticals and cosmetic products.					

	1	2	3	4	5
9) Interprets the pharmacokinetic and pharmacodynamic properties of drugs, the factors that change their effect, their toxic effects, pharmacolygical activities and their risk assessment method. Reports the drug interactions and adverse drug reactions, monitors and applies the theoretical/practical knowledge for preventing them.					
10) As a health professional in his/her profession he/she acts as a caregiver, decision maker, communicator, manager, lifelong learner, instructor, leader and researcher, he/she complies with the principles of evidence-based pharmacy by making teamwork for the benefit of society, national and universal values.					
11) He/She works in various fields such as community pharmacy, hospitals, pharmaceutical medical devices, herbal products and cosmetics sectors, health institutions and agencies, clinical research organizations , universities and R&D centers.					

(Note: overlapping text "Course Learning Outcomes" appears over outcome 9.)

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Applies and develops the universal and social dimensional effects of basic, professional and technological knowledge in the field of pharmacy as well as pharmacy practice interdisciplinary by following legal, deontological and ethical rules.	
2)	Defines the terminology related to the pharmacy profession; solves problems , accesses scientific information in the field of pharmacy, after monitoring and evaluating the current literature, applies , communicates, shares by using information technologies effectively and efficiently.	
3)	Uses theoretical and practical knowledge about the anatomical structure of the human body, the physiological working principles of systems, biochemical, immunological events in the organism and microorganisms.	
4)	Uses basic and advanced analytical techniques and methods by running qualitative/quantitative analyzes and interprets the findings by using appropriate statistical methods.	
5)	Defines medicinal plants, herbal drugs and active substances; gains the skills for the development of natural products used for medical purposes.	
6)	Applies patient-centered and individualized pharmaceutical care service together with	

	other healthcare personnel within the framework of rational drug use by using the principles of clinical pharmacy, pharmacoeconomics, pharmacotherapy and phytotherapy.	
7)	Knows the biological properties, structure-activity relationships, and metabolisms of drugs and gains the skill for the synthesize and development of new drug candidates.	
8)	He/She is competent at formulations, production, stability, quality assurance, licensing, patent studies, legal regulations of products containing natural origin and / or synthetic active substances, advanced therapy medicinal products, radiopharmaceuticals and cosmetic products.	
9)	Interprets the pharmacokinetic and pharmacodynamic properties of drugs, the factors that change their effect, their toxic effects, pharmacolygical activities and their risk assessment method. Reports the drug interactions and adverse drug reactions, monitors and applies the theoretical/practical knowledge for preventing them.	
10)	As a health professional in his/her profession he/she acts as a caregiver, decision maker, communicator, manager, lifelong learner, instructor, leader and researcher, he/she complies with the principles of evidence-based pharmacy by making teamwork for the benefit of society, national and universal values.	
11)	He/She works in various fields such as community pharmacy, hospitals, pharmaceutical medical devices, herbal products and cosmetics sectors, health institutions and agencies, clinical research organizations , universities and R&D centers.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	2	% 45
Project	5	% 0
Final	1	% 55
total		**% 100**
PERCENTAGE OF SEMESTER WORK		% 45
PERCENTAGE OF FINAL WORK		% 55
total		**% 100**

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload

Course Hours	45	0			0
Study Hours Out of Class	27	0			0
Project	24	0			0
Homework Assignments	20	0			0
Total Workload					**0**