



PROGRAM-SPECIFIC LEARNING OUTCOMES FOR COMMUNICATION UNDERGRADUATE PROGRAMS (Version 3.1)

The higher education institution applying for the evaluation of an undergraduate communication program is responsible for demonstrating that it meets both the COMMUNICATION FIELD LEARNING OUTCOMES and the PROGRAM-SPECIFIC LEARNING OUTCOMES outlined in this document.

Program-specific criteria define additional criteria for a particular communication program and are designed for 12 different four-year undergraduate communication programs. When necessary, new program-specific criteria may be developed by İLEDAK.

The applying program must also meet the “Program-Specific Criteria” provided in this section.

10.1 Journalism and News Reporting Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Journalism and News Reporting**,” “**Press and Publishing**,” or those with “**Journalism**” in their designation.

10.1 Journalism and News Reporting Programs (Version 3.1)

1. Defines the basic concepts, theories, and approaches related to journalism.
2. Knows the historical, social, and technological development of journalism globally and in Türkiye.
3. Understands the news production process, news sources, and text types.
4. Has knowledge of the legal framework, professional rights, ethical rules, and organization of journalism in Türkiye.
5. Explains the structural, managerial, and technical components of the journalism profession.
6. Acquires media literacy skills and evaluates media content with a critical perspective.
7. Analyzes the interaction of journalism with social life, culture, arts, economy, and politics.
8. Effectively uses communication technologies and digital tools related to journalism.
9. Produces content suitable for target audiences across different media platforms.
10. Takes responsibility as a team member in journalism and news reporting, producing creative content collaboratively.
11. Monitors and critically evaluates local, national, and global media structures, media agendas, industry innovations, and issues.
12. Evaluates the integration of artificial intelligence applications into news production processes and analyzes their ethical dimensions.
13. Examines the impact of artificial intelligence applications on the journalism profession, critically evaluating professional and structural issues.

1.2 New Media and Communication Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**New Media**,” “**New Media and Communication**,” “**Social Media**,” “**New Media Design**,” or similar designations with “New Media and Communication” in their title.

10.2 New Media and Communication Program Learning Outcomes (Version 3.1)

1. Knows the historical development, basic concepts, theories, and research methods of the communication field.
2. Has knowledge of the basic concepts and theories related to new media.
3. Understands the structural, managerial, and technical characteristics of new media.
4. Knows the production and management characteristics of digital content formats and new communication environments used to deliver content.
5. Has knowledge of new media literacy.
6. Has knowledge of laws, regulations, legislation, and professional ethical values related to the field.
7. Possesses the ability to critically analyze new media content.
8. Designs, implements, and develops environments for content production and management for digital platforms.
9. Has the ability to use research methods and techniques in the new media field.
10. Possesses the ability to effectively use digital platforms for multimedia design.
11. Has the competence to critically analyze and interpret digital messages.
12. Has the competence to develop new media products with creative thinking, entrepreneurship, and an original perspective.
13. Has the competence to develop, compile into a portfolio, and present projects
14. in the new media field using digital communication tools effectively.
15. Evaluates the impact of artificial intelligence on the new media ecosystem; knows, applies, and analyzes creative content production, distribution, and interaction processes using techniques such as machine learning, natural language processing, and computer vision.
16. Possesses the ability to analyze the ethical dimensions of incorporating artificial intelligence into their work and the responsibility to act ethically.

10.3 Visual Communication Design Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Visual Communication,**” “**Visual Arts,**” “**Visual Arts and Design,**” “**Visual Arts and Visual Communication Design,**” “**Visual Arts and Communication Design,**” “**Communication and Design,**” “**Communication Arts,**” “**Communication Design,**” “**Communication Design and Media,**” “**Communication Design and Management,**” or similar designations with “**Visual Communication Design**” in their title.

10.3 Visual Communication Design Program Learning Outcomes (Version 3.1)

1. Knows the principles and elements of basic design, as well as its theories and theorists.
2. Has knowledge of the techniques and characteristics of multimedia environments used in visual communication design.
3. Has knowledge of national and international ethical rules, standards, and legal documents related to visual communication design.
4. Possesses the ability to use tools, methods, techniques, and computer software required for visual communication design applications.
5. Has the ability to transform abstract and concrete concepts into creative, innovative, and original works.
6. Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2D and 3D, animated, and interactive visual expressions.
7. Has the competence to visualize design ideas by combining aesthetics and functionality in design processes.
8. Has the competence in problem-solving, planning, project management, and presentation in the development of design projects.
9. Has the competence to understand the relationship between design and aesthetic values.
10. Has the competence to associate symbols with universal visual culture.
11. Has the competence to examine, evaluate, and analyze projects in the field of visual communication design with a critical approach.
12. Has the skills and competence to compile designs into a portfolio document and present them.
13. Knows how to creatively and innovatively integrate and use digital technologies and AI-based/supported design tools in the stages of visual communication design and production.
14. Critically evaluates AI applications in design work in terms of aesthetics and originality, using them in accordance with ethical rules.

10.4 Public Relations and Promotion Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Public Relations**” or similar designations with “**Public Relations and Promotion**” in their title.

~~10.4 Public Relations and Promotion Program Learning Outcomes (Version 3.1)~~

1. Knows public relations theories and models.
2. Has knowledge of management-organization and organizational behavior.
3. Has knowledge and skills in research, planning, implementation, measurement, and evaluation in public relations.
4. Understands the importance and role of public relations and promotion within the framework of integrated marketing communication.
5. Has knowledge and skills in crisis management, risk management, image, and reputation management in public relations.
6. Has knowledge and skills in media planning and techniques, sponsorship, and corporate social responsibility related to strategic communication management.
7. Has the knowledge and skills to communicate effectively in writing and orally, write reports, understand written reports, and make effective presentations.
8. Has knowledge of political communication and lobbying, international public relations, and public diplomacy.
9. Has knowledge, skills, and competence in campaign, project management, and event management in public relations.
10. Evaluates and interprets public relations practices with a critical approach.
11. Has the competence to follow innovations in the profession and create and implement creative content accordingly.
12. Has knowledge of international and national legislation, professional organizations, and ethical principles related to the public relations field.
13. Has the competence to closely monitor and evaluate the economic, social, and political policies and agenda of their society within a sustainability framework.
14. Has knowledge, skills, and competence in managing relationships with media professionals.
15. Is media literate and can critically evaluate different media content and applications.
16. Can effectively and ethically use AI-based applications in public relations tools.

10.5 Public Relations and Advertising Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Advertising and Public Relations**” or similar designations with “**Public Relations and Advertising**” in their title.

10.5 Public Relations and Advertising Programs (Version 3.1)

1. Has knowledge of basic concepts, theories, and methods related to public relations, advertising, marketing, and integrated marketing communication.
2. Knows media planning processes tailored to target audiences in public relations and advertising.
3. Knows crisis management processes in organizations and can develop communication strategies during crises.
4. Knows corporate communication processes and media communication techniques and processes related to corporate promotion.
5. Has analysis and reporting skills in public relations and advertising.
6. Has the ability to use research, planning methods, and techniques in public relations and advertising.
7. Knows legal regulations and ethical values related to public relations and advertising, as well as the standards and ethical codes of national and international professional organizations, and has the competence to act in accordance with these principles.
8. Has the ability to conduct marketing research, analyze consumer behavior, and perform strategic planning based on the data obtained in advertising and public relations practices.
9. Has the ability to execute public relations and advertising campaigns.
10. Effectively uses digital environments and social media in the field.
11. Has the ability to use current and effective presentation techniques in public relations and advertising.
12. Takes responsibility as an individual and team member to solve problems in the field and produce effective solutions.
13. Has the competence to create and implement brand and communication strategies.
14. Is media literate and can critically evaluate different media content and applications.
15. Can effectively use AI-based applications in public relations and advertising tools.
16. Has knowledge and skills in identifying, planning, and executing media purchasing processes for creative ideas and media strategies tailored to target audiences in advertising.
17. Has the competence to closely monitor and evaluate the economic, social, and political policies and agenda of their society within a sustainability framework.

10.6 Advertising Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Advertising Design and Communication**” or similar designations with “**Advertising**” in their title.

10.6 Advertising Programs (Version 3.1)

1. Has knowledge of basic concepts and models related to advertising, marketing, and integrated marketing communication.
2. Knows research methods and techniques in the advertising field.
3. Has knowledge and skills in executing advertising campaign processes.
4. Has knowledge and skills in identifying, planning, and executing media purchasing processes for creative ideas and media strategies tailored to target audiences in advertising.
5. Is media literate and can critically evaluate different media content and applications.
6. Knows national and international institutions, associations, and professional organizations related to advertising, as well as legal regulations and ethical codes, and has the competence to act in accordance with these principles.
7. Has the competence to plan and execute advertising campaigns, considering the characteristics of media and various communication environments.
8. Uses digital environments and social media in the advertising field.
9. Applies current and effective presentation techniques in advertising.
10. Takes responsibility as an individual and team member to solve problems in advertising and produce effective solutions.
11. Has the awareness to follow the agenda in advertising in line with social and technological developments and the ability to make analytical interpretations.
12. Knows how to creatively and innovatively integrate and use digital technologies and AI-based/supported design tools in the field.
13. Critically evaluates the ethical dimensions of AI applications and uses them accordingly.

10.7 Communication Sciences Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Communication**,” “**Communication Sciences**,” “**Media and Communication**,” or similar designations with “**Communication Sciences**” in their title.

10.7 Communication Sciences Programs (Version 3.1)

1. Knows the basic concepts and theories of the communication sciences field.
2. Has knowledge of the historical development of communication and mass communication.
3. Knows the basic concepts and principles of local, national, and global communication systems.
4. Knows laws related to media and freedom of expression, national and international professional organizations, and ethical principles.
5. Is aware of technological innovations, new business models, working conditions, and professional organizations in the communication field.
6. Evaluates and analyzes the social, economic, and political contexts and structures shaping media industries, media texts, and audiences.
7. Has the ability to apply quantitative and qualitative research methods and techniques specific to the communication field, as well as statistical programs, and to report findings.
8. Has the competence to follow and critically evaluate local, regional, national, and international agendas.
9. Has the ability to identify field-specific problems and develop solution proposals.
10. Has the ability to interpret media content with a critical perspective and to access, analyze, evaluate, and communicate messages in different communication environments in line with media literacy principles.
11. Has the competence to create, communicate, and effectively use content for different communication environments and tools.
12. Has the competence to critically analyze the social, economic, and historical role of media and communication and produce interdisciplinary scientific studies.
13. Has the competence to plan and implement professional projects and activities for the social environment with a sense of social responsibility.
14. Has the competence to develop and present projects in the media and communication field.
15. Has the competence to critically evaluate the impact and ethical dimensions of artificial intelligence in the media and communication field.

10.8 Radio, Television, and Cinema Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “Radio and Television,” “Television and Cinema,” “Cinema and Television,” “Cinema,” “Editing-Sound and Image Management,” “Cinema and Digital Media,” “Film Design,” “Film Design and Authorship,” “Film Design and Directing,” or similar designations with “Radio, Television, Cinema” in their title.

10.8 Radio, Television, and Cinema Programs (Version 3.1)

1. Knows the “pre-production,” “production,” and “post-production” stages of radio, television, and cinema productions and has the skills and competence to apply them.
2. Has the ability to effectively use visual and auditory technical equipment in content production.
3. Has knowledge of theories related to radio, television, and cinema.
4. Knows the historical development of radio, television, and cinema globally and in Türkiye.
5. Knows legal documents regulating working conditions, national and international professional organizations, and ethical principles in the radio, television, and cinema field.
6. Knows program types in radio and television broadcasting and genres and movements in cinema.
7. Has knowledge of methods for analyzing and evaluating messages in visual and auditory environments.
8. Prepares, designs, and implements project proposals for producing radio, television, and cinema content in different broadcasting environments.
9. Has the ability to write scripts and prepare shooting scripts.
10. Has the ability to perform sound and image editing, digital sound design, image design, and use visual effects.
11. Has the ability to critically analyze and interpret the social, economic, political, cultural, and other impacts of media content.
12. Has the competence to produce programs and/or films in the radio, television, and cinema field.
13. Is competent in the basic principles of image aesthetics, cinematographic expression, and composition.
14. Has the ability to analyze the ethical dimensions of incorporating artificial intelligence into their work and the responsibility to act ethically.

10.9 Television News and Programming Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Television Programming and News,**” “**Television Program,**” “**Television Program Design and Scriptwriting,**” “**Television and News,**” “**Television News,**” “**News Program,**” “**Television Journalism,**” “**Editing-Sound and Image Management,**” “**Television News and News Programming,**” “**Visual News Writing,**” “**News Channel Management,**” “**Television and New Media News,**” “**Photography and Video,**” or similar designations with “**Television News and Programming**” in their title.

10.9 Television News and Programming Programs (Version 3.1)

1. Has knowledge of the history, terminology, and theories of television news.
2. Knows the public’s right to access news and information, the impact of the media, and its public oversight function.
3. Knows laws regulating working conditions, national and international professional organizations, and ethical principles in the field.
4. Knows and uses the content characteristics and functions of different broadcasting environments.
5. Has the ability to use research techniques and tools for data collection in productions related to the field.
6. Knows and uses the functions and contributions of sound, image (camera), lighting sources, and editing techniques in production.
7. Knows the “pre-production,” “production,” and “post-production” stages of television news and programming and has the skills and competence to apply them.
8. Has the ability to conduct research, prepare proposals, and write scripts for programs and/or news suitable for television and web-based environments.
9. Is competent in the basic principles of image aesthetics, cinematographic expression, composition, and preparing shooting scripts.
10. Knows the duties and responsibilities of the production team in television news and programming and has the competence to work as a team member.
11. Has the competence to access, analyze, and evaluate messages in visual and auditory environments.
12. Has the competence to combine and integrate knowledge and skills acquired during the educational process to produce a broadcast-ready production.
13. Has the ability to analyze the ethical dimensions of incorporating artificial intelligence into program and news preparation processes and the responsibility to act ethically.

10.10 Animation and Cartoon Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Cartoon,**” “**Animation,**” “**Animation and Cartoon,**” or similar designations with “**Animation, Cartoon**” in their title.

10.10 Animation and Cartoon Programs (Version 3.1)

1. Has conceptual and theoretical knowledge in the field of animation and cartoons.
2. Knows the basic design, aesthetic rules, and production techniques in animation and cartoon production.
3. Has the ability to effectively use tools, methods, techniques, computer software, artificial intelligence applications, and other technological innovations in the animation and cartoon field.
4. Has the ability to research, observe, and evaluate developments in the animation and cartoon field.
5. Has knowledge of design-oriented research methods.
6. Has the ability to design the animation and cartoon production process, develop original characters and concepts, and apply them.
7. Has the ability to utilize design principles in creating a visual language.
8. Has the ability to produce animation and cartoon projects in line with industry needs without losing their animation quality.
9. Works in teams and takes responsibility during the animation and cartoon production process.
10. Has the ability to produce work in accordance with professional and ethical values, considering the social impact of animation and cartoons.
11. Uses appropriate computer programs to transform abstract and concrete concepts into creative, innovative, and original works.
12. Has the competence to combine aesthetics and functionality in animation and cartoon design and production processes.
13. Has the competence to creatively and critically evaluate and interpret projects in the animation and cartoon field in terms of artistry and the animation techniques used.
14. Has the competence to develop and implement animation and cartoon projects.
15. Adheres to and considers ethical rules when using artificial intelligence applications in design work.

10.11 Game Design Program Learning Outcomes (Version 3.1)

These program criteria apply to programs titled “**Game Design**,” “**Digital Game Design**,” or similar designations with “**Game Design**” in their title.

10.11 Game Design Programs (Version 3.1)

1. Knows the basic concepts and terminology related to game design.
2. Has knowledge of the history of computer and video games and developments in this field.
3. Knows game design processes and related applications.
4. Has the ability to draw on various disciplines such as communication, art, music, psychology, mythology, and cinema in the game design process.
5. Has the ability to analyze analog and digital game types.
6. Has the ability to use contemporary game engines and solve problems.
7. Has the knowledge to critically and analytically evaluate prepared game designs.
8. Has knowledge of media literacy.
9. Has the competence to prepare projects adhering to ethical principles in game development processes.
10. Has the competence to evaluate games as an art form.
11. Has the competence to use game design concepts and methods in related fields such as design, software development, and media.
12. Has the competence to take on duties and responsibilities in game development teams.
13. Has the competence to collect, analyze, and interpret analytical data related to games and players.
14. Has the competence to develop and present digital game projects using game design applications effectively.
15. Critically evaluates artificial intelligence applications in terms of aesthetics and originality in their work, using them in accordance with ethical rules.

10.12 Graphic Design Program Learning Outcomes (Version 3.1)

Bu program ölçütleri, başlığında “**Grafik Tasarımı**” nitelemesi bulunan, “**İletişim ve Tasarım**”, “**İletişim Sanatları**”, “**İletişim Tasarımı**”, “**Grafik**”, “**Grafik Sanatlar**”, ve benzer adlar taşıyan iletişim programları için geçerlidir.

10.12 Graphic Design Programs (Version 3.1)

1. Knows multimedia techniques used in graphic design.
2. Knows the basic principles and elements of design, as well as its theories and theorists.
3. Understands the relationship between design and aesthetic values.
4. Has knowledge of the connections between symbols and universal visual culture.
5. Knows national and international ethical rules, standards, and legal documents related to graphic design.
6. Has the ability to use and apply tools, methods, techniques, and computer software required for graphic design applications.
7. Has the ability to generate creative and innovative ideas and transform them into graphic, photographic, typographic, illustrative, 2D and 3D, animated, and interactive visual expressions.
8. Examines projects in the graphic design field with a critical approach and can evaluate the originality, aesthetics, and ethical aspects of AI-supported design projects.
9. Has the competence to transform abstract and concrete concepts into creative, innovative, and original works.
10. Has the competence to visualize design ideas by combining aesthetics and functionality in design processes.
11. Has the competence in problem-solving, planning, project management, and presentation in the development of a design project.
12. Knows how to compile designs into a portfolio document and present them.
13. Adheres to and considers ethical rules when using artificial intelligence applications in design work.