PROGRAM-SPECIFIC LEARNING OUTCOMES
FOR ASSOCIATE DEGREE PROGRAMS
(Version 1.1)

A higher education institution applying for the evaluation of an associate degree communication program must demonstrate compliance with both the **COMMUNICATION FIELD LEARNING OUTCOMES** and the **PROGRAM-SPECIFIC LEARNING OUTCOMES**.

Program-specific criteria define the outcomes specific to a particular associate degree communication program.

These criteria are established for three distinct associate degree communication programs.

10.1 Public Relations and Advertising Associate Degree Program Outcomes (Version 1.1)

These program criteria apply to programs titled "Public Relations and Advertising," "Public Relations," "Public Relations and Advertising," and similar programs.

10.1 Public Relations and Advertising Program

1. Can explain the fundamental theories, methods, and models related to public relations, advertising, marketing, and integrated marketing communication.
2. Understands that public relations is a management function.
3. Conducts internal and external communication activities for institutions and organizations and proposes solutions to related issues.
4. Can create public relations and advertising messages tailored to the target audience.
5. Can plan and execute public relations and advertising campaigns.
6. Plans, implements, and supervises media planning.
7. Understands consumer behaviors and their differences in traditional and digital platforms.
8. Possesses the ability to analyze consumer behaviors in these platforms using scientific methods.
9. Selects appropriate environments, equipment, and materials for public relations and advertising activities based on the purpose.
10. Can utilize digital platforms and social media in public relations and advertising.
11. Has knowledge of crisis management.
12. Possesses effective speaking and writing skills.

10.2 Radio and Television Programming Associate Degree Program Outcomes (Version 1.1)

These program criteria apply to programs titled "Radio and Television Programming," "Radio and Television Technology," "Photography and Camerawork," and similar programs.

10.2 Radio and Television Programming

1. Can plan the production processes of radio and television programs.

2. Can perform video shooting and sound recording in indoor and outdoor settings in accordance with standards.

3. Understands the basic principles of writing texts/scripts suitable for media content.

4. Knows the basic operating principles of cameras, lighting, and sound equipment.

5. Understands the fundamental principles of visual-auditory storytelling.

6. Has the competency to edit sound and visuals.

7. Possesses the professional knowledge and skills to perform tasks in at least one unit of the visual-auditory production process.

8. Can produce content suitable for the broadcasting platform and media and evaluate produced programs.

9. Can critically evaluate visual-auditory products.

10. Understands the historical development of broadcasting in the country and globally and has knowledge of future trends.

11. Knows the national and universal values, legal regulations, and ethical principles required for radio and television broadcasting.

10.3 Graphic Design Associate Degree Program Outcomes (Version 1.1)

These program criteria apply to programs titled "Graphic," "Graphic Design," "Graphic Arts," and similar programs.

10.3 Graphic Design Program
1. Knows the principles and elements of basic design, as well as related theories and theorists.
2. Understands multimedia techniques used in graphic design.
3. Knows national and international ethical rules and standards in graphic design.
4. Uses tools, methods, techniques, and computer software required for graphic design applications.
5. Generates creative and innovative ideas and transforms them into graphic, photographic, typographic, illustrative, two-dimensional, and visual expressions.
6. Applies graphic design techniques using design technologies in new media environments.
7. Transforms abstract and concrete concepts into creative, innovative, and original works.
8. Visualizes design ideas by combining aesthetics and functionality in the design process.
9. Has the competency to solve problems, plan, manage, and present a design project during its development process.
10. Identifies and applies traditional and innovative printing solutions as needed.
11. Plans graphic design tasks (design, pre-press, printing, and post-press) while considering delivery timelines.
12. Compiles and presents designs in a portfolio document.