

# GRAPHICS AND PHOTOGRAPHY FIELD

## DEFINITION OF THE FIELD

It is the field where education and training are provided to provide the competencies of the branches under the Graphics and Photography field.

## PURPOSE OF THE FIELD

In the branches under the Graphics and Photography field, it is aimed to train qualified professional staff who provide the professional competencies required in line with the needs of the sector and scientific and technological developments.

## BRANCH PROGRAMS, DEFINITIONS AND PURPOSES

### 1. GRAPHICS

**Definition:** It is the branch where education and training are provided to provide the competencies of preparing designs by hand and computer within artistic criteria in order to convey a message to a specific target audience visually.

**Purpose:** It is aimed to train professional staff who have the competencies of the graphic design profession under the Graphics and Photography field.

#### Duties

Planning the processes of the work,  
Determining the design elements according to the subject of the work,  
Making basic graphic design by hand and with the computer,  
Performing desktop publishing operations,  
Visualizing the product,  
Taking photos in the studio or in a suitable place in line with the graphic work designed,  
Checking the designs to be printed before printing,  
Participating in activities related to professional development.

### 2. PHOTOGRAPHY

**Definition:** It is the branch where education and training are provided to gain the competencies of taking photos of the product or subject and preparing the photos taken for printing.

**Purpose:** The aim is to train professionals who have the competencies of the photography staff profession under the Graphics and Photography field.

#### Duties

Organizing work,  
Selecting and preparing the appropriate location for photography,  
Preparing the studio and lights, making preparations before taking photos,  
Making camera, film, memory card and light settings,  
Preparing the customer or the subject or object to be photographed for shooting,  
Taking photos in the studio and outside,  
Selecting the photo, processing it on the computer if necessary,  
Making the photo ready for printing or for the customer.

#### ENTRY REQUIREMENTS

Students' health status must be suitable for doing the jobs required by the professions under the Graphics and Photography field.

## **AREAS OF EMPLOYMENT**

Students who graduate from the Graphics and Photography field, in line with the competencies they have gained in the branch/profession they have chosen;

1. They can work in medium and large-scale printing and publishing organizations,
2. Graphic design studios,
3. Advertising agencies,
4. Press organizations such as television, newspapers, etc.,
5. Photo studios,
6. Photo laboratories,
7. All institutions and organizations with a promotion unit, etc.

## **EDUCATION AND TRAINING ENVIRONMENTS AND EQUIPMENT**

1. The program is implemented in secondary education institutions leading to diplomas in the field of vocational and technical education and in all types and degrees of formal and widespread vocational and technical education-training institutions where document and certificate programs are implemented.
2. In order to implement the program, standard equipment in the field of Graphics and Photography and the equipment required by the professions must be provided.

## **MEASUREMENT AND EVALUATION**

According to the Regulation on Passing and Exams for Secondary Education Institutions of the Ministry of National Education, it is essential to evaluate students using various measurement tools. Accordingly;

1. The competencies (knowledge, skills and attitudes) gained during the processing of the modules under the course,
2. All learning activities they do at school, in the business and on their own are evaluated and the success of the students in the course is determined.

## **In exams**

1. Transfers can be made between all programs and branches leading to a certificate, document and diploma in the field/branch.
2. All courses related to the branch chosen by the student are added to the diploma as a draft (optionally).
3. A workplace opening certificate is given to the student when they leave
4. The student who is entitled to receive a diploma gains additional points in the exams of the vocational school where programs that are a continuation of the Graphics and Photography field or the programs closest to this field are applied. They can prefer other higher education institutions according to the exam results.

## **CERTIFICATION**

1. A diploma is given to the graduated student in the field/branch.

## **EDUCATION DURATION**

1. The total education period of the field program is planned as 3 academic years after the 9th grade.
2. The distribution of the education period for school, business and individual learning is applied as stated in the explanations regarding the weekly course schedule, courses and modules of the Graphics and Photography field.

## **TEACHING METHODS AND TECHNIQUES**

Modular teaching mainly includes methods and techniques that support individual learning.

1. Teachers guide students.
2. Students are encouraged to learn on their own.
3. Students are made active.
4. Students are directed to research.
5. Students can evaluate themselves.
6. Methods and techniques are applied to provide students with competence.

## **INSTITUTIONS AND ORGANIZATIONS TO COOPERATE WITH**

Students are guided in the teaching activities, employment opportunities and planning required by the program by cooperating with universities, non-governmental organizations, businesses in the graphic and photography sector, professional chambers and professional staff in the vicinity.

## **STUDENT GAINS**

At the end of the program, the student will;

1. Be able to gain the common foundation, knowledge and skills in the field.
2. Be able to have the basic competencies in the field of Graphic and Photography.
3. Be able to do the work required by the branch.
4. Will be able to gain the special professional qualifications required by the branch

## **INTERNSHIP STATUS**

They can work in medium and large-scale printing and publishing organizations, Graphic design studios, Advertising agencies, Television, newspaper etc. press organizations, Photo studios, Photo laboratories, All institutions and organizations with a promotion unit, etc.

## **EMPLOYMENT OPPORTUNITIES**

Students who graduate from the graphic design branch; In line with the qualifications they have gained, they can work in medium and large-scale printing and publishing organizations, graphic design studios, advertising agencies, the media sector, institutions and organizations with a promotion unit. Those who are experienced have more job opportunities. Since graphic designers also take part in the preparation of animations and graphics in e-learning studies in information technology, their employment areas are increasing.

Since our society is in the transition phase to an industrial society, many products have started to be produced in our own country. Finding a market for these goods in both domestic and foreign markets brings with it the problem of good advertising and packaging. There is always a need for educated personnel to work in this field.

Students who graduated from the photography branch; If the organizations in the photography sector in our country are considered as medium and small-scale businesses, these businesses can be listed as; importing companies, manufacturing companies, retail stores, businesses that provide photo laboratory services, photo studios, organizations that publish about photography, companies that do photo tourism, institutions that provide photography education, etc. There are photo studios and laboratories in almost every city, district and even neighborhood in Turkey. In addition, photography is included in many other business lines outside of its own sector, both as a profession and a job. For this purpose, if we take a look at the application areas of photography, we can see that photography is widely used in passport, memory and special day photography, press-publication-journalism and communication organs, industry and industry, promotion-advertisement studies, archaeological studies, documentation studies and research, medical studies and forensic medicine, x-ray shooting in hospitals, cartography, military research and examinations, police laboratory studies on crimes (criminological photography), space-sky (astronomy studies), scientific and academic studies, quality control, performing arts, cinema and television shootings, marketing and selling photos through stock photography, computer-Internet environment, amateur photography, photography art activities and many other areas. Photojournalists can find jobs in national, regional, local newspapers and magazines, press and public relations consultancies of public institutions and private institutions.

## **EDUCATION AND CAREER OPPORTUNITIES**

In the field of graphics

After high school education, vocational schools; \* Photography

- \* Photography and Videography
- \* Graphic Design
- \* Carpet Making and Design
- \* Printing
- \* Architectural and Decorative Arts
- \* Serigraphy
- \* Design and Print Publishing
- \* Graphics
- \* Glass-Ceramics
- \* Tile Embroidery
- \* Ceramics
- \* Architectural Decorative Arts
- \* Design and Print-Publishing departments gain additional points.

Graduates from the Graphics / Graphic Arts, Graphic Design departments of vocational and technical secondary education institutions can enter higher education undergraduate programs with additional points. \* Printing Teaching

\* Design and Construction Teaching.

They can enter the relevant departments of Fine Arts Faculties that accept students with a special talent exam.

## **IN THE FIELD OF PHOTOGRAPHY**

After high school education, vocational schools; \* Photography

- \* Cameramanship,
- \* Printing
- \* Printing Techniques,
- \* Public Relations,
- \* Public Relations (Open Education),
- \* Photography and Cameramanship
- \* Design and Printing-Publishing
- \* Outdoor Advertising Products and Serigraphy
- \* Public Relations and Advertising
- \* Public Relations and Promotion
- \* Communication and Public Relations
- \* Internet Journalism and Broadcasting
- \* Radio and Television Programming
- \* Radio and Television Broadcasting
- \* Television and Radio Programming
- \* Television Production and Management Departments earn additional points. Those who successfully complete their associate degree programs can vertically transfer to Photography, Photography and Video undergraduate programs if they are successful in the vertical transfer exam opened by ÖSYM. They can enter the relevant departments of Fine Arts Faculties that accept students with a special talent exam. Vocational Education Centers are educational institutions opened to provide training to candidate apprentices, apprentices, journeymen and masters in the provinces and professions included in the scope of apprenticeship training and to train qualified intermediate manpower needed by the industry by opening various vocational courses. Public Education Centers offer education to individuals of all ages and levels with widespread education programs that can be applied anytime and anywhere within the

perspective of lifelong learning. Education is provided in the field of Photography and Graphics in Vocational Education Centers. Since parallelism is provided between modular programs and vocational high schools, horizontal and vertical transfers may be possible.