Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 514	Visual Culture	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	This course examines visual culture at the intersection of art history, visual anthropology, and communication studies, focusing on the dimensions of time, space, and the body. It approaches visual and auditory images not merely as forms of representation, but also as cultural practices that engage the senses, generate meaning, and construct atmospheres. Drawing on examples ranging from everyday life and artistic practices to popular culture and digital media, the course explores the social and cultural dimensions of visual perception, listening, and embodied experience. It discusses how spaces, objects, images, sounds, and bodily gestures shape particular affective responses and modes of experience. One of the course's central concerns is to understand how atmospheres are produced and employed in contemporary marketing communications, brand identity, and advertising strategies. Through audiovisual analyses and practical exercises, students are expected to develop the ability to critically interpret images, examine sensory experiences, and evaluate the communicative possibilities of atmosphere design.
Content	The course covers the historical transformation of visual representation, the visual culture of everyday life, the sensory and cultural construction of space, body language and gestures, audiovisual narratives, the relationship between sound and image, visual experience in digital culture, and the production of atmospheres. Through the analysis of artworks, photography, cinema, commercials, brand communication, and digital media, students explore how visual and auditory elements shape the senses, emotions, and consumer experience. As part of the practical component, students investigate how atmospheres are designed and employed in contemporary marketing, branding, and advertising strategies through audiovisual analysis and creative projects.
References	Mirzoeff, N. (2013). An Introduction to Visual Culture (3rd ed.). Routledge. Pink, S. (2015). Doing Sensory Ethnography (2nd ed.). SAGE. Böhme, G. (2017). The Aesthetics of Atmospheres. Routledge. Goffman, E. (1959). The Presentation of Self in Everyday Life. Doubleday. Kotler, P. (1973). Atmospherics as a Marketing Tool. Journal of Retailing, 49(4), 48–64.

Theory Topics

Week	Weekly Contents
1	Introduction to Visual Culture: Vision, Representation, and Key Concepts of Visual Culture
2	The History of Images: Art History, Visual Representation, and the Social Circulation of Images
3	Everyday Life, Cultural Practices, and Visual Narratives
4	Memory, Nostalgia, and Visual Experience
5	The Visual and Sensory Construction of Space: Architecture, the City, Interior Spaces, and Atmosphere
6	Body Language, Identity, and Social Interaction
7	Audiovisual Culture, Music, Sound Design, and Sensory Narratives
8	The Production of Atmospheres through Space, Objects, Bodies, and Images
9	Atmosphere Design in Cinema and Advertising
10	Brand Aesthetics, Sensory Branding, and Experience Design

Week	Weekly Contents
11	Spaces of Consumption and the Experience Economy
12	Social Media, Digital Aesthetics, Influencer Culture, and Audiovisual Platforms
13	Atmosphere Design Workshop
14	Atmosphere Design Workshop