



**BILKENT UNIVERSITY INSTITUTE OF FINE ARTS
2008-2009 GRADUATE RESEARCH TOPICS**

Last name, name:

Date (d/m/y):

Please indicate the area that you want to study in the related program.

INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

Only M.F.A.

- Building Science
- History, Theory and Criticism

M.F.A. and Ph.D.

- Design Theories and Methods
- Environmental Psychology and Design

GRAPHIC DESIGN

Only M.F.A.

- Graphic Design
- Visual Communication

M.F.A. and Ph.D.

- Cultural and Media Studies

COMMUNICATION AND DESIGN

Only M.A.

- Media and Visual Studies

**DEPARTMENT OF INTERIOR ARCHITECTURE AND
ENVIRONMENTAL DESIGN
2008-2009 GRADUATE RESEARCH TOPICS**

Building Science

This topic deals with environmental quality in buildings. Interactions between occupants and environmental attributes like lighting, acoustics and thermal comfort are examined to understand how well a building is performing. Lighting topics include day lighting, artificial lighting and color. Acoustics topics cover room acoustics, building acoustics and noise control. Thermal comfort topics comprise of heat, bioclimatic comfort, HVAC (heating, ventilation and air conditioning), energy efficiency and condensation. Building materials, components and sub-systems are also covered with their impact on building performance.

Design Theories and Methods

This topic tries to answer questions such as: What is design? What is a design process? What type of knowledge do the designers use in design process? What methods do the designers use in proposing alternative solutions? What methods and theories that are developed in other disciplines (education, social science, computer science, etc.) can be used in design? How the quality of design education can be improved? How design ideas are communicated and presented?

Design Theories and Methods as an interdisciplinary area of study searches for the theoretical background of design as well as the methods that the designers use to explore, generate and develop alternative design solutions. The tools and techniques that are applied in the practice of design are also investigated. Computer is a widely used tool in design process and in data and knowledge representation. Therefore, current digital opportunities in design are also explored, such as collaborative design, virtual design environments, data modeling and visualization.

Environmental Psychology and Design

This topic examines human interactions with(in) the built environment, and their implications for design. The concepts such as personal space, privacy, territoriality and control are utilized in the analysis of human-space interaction. Spatial factors, which influence perception, cognition and the resulting understandings and behavior are studied at both individual and societal levels. Transformations in the society and spaces are also covered at the extent of their impact on human behavior, particularly in public spaces.

History, Theory and Criticism

The field of study promotes a critical understanding and consciousness upon the history, theory, knowledge and practice of (interior/) architecture. It involves the investigation and interpretation of historical substance of the built environment in particular periods of time, as well as evaluation of contemporary architectural culture. The focus is also on theories of architecture with their spatial, social and cultural implications. Theory and criticism basically emphasize the inquiry of architectural thought, process and products, considering diverse tendencies. In this sense, alternative paradigms and interdisciplinary positions offered by theories are included within the topic of History, Theory and Criticism.

**DEPARTMENT OF GRAPHIC DESIGN
2008-2009 GRADUATE RESEARCH TOPICS**

Graphic Design

This subject area is addressed to students who already have a strong practical background in graphic design. It aims to encourage such students to contribute to the field of graphic design by developing advanced and original solutions to graphic design problems, both on theoretical and practical levels. Areas of study may include written communication (typography), visual communication (photography, film) and interactive communication (web and multimedia).

Visual Communication

Drawing ideas from psychology, aesthetics, mass communication theories, and critical/cultural studies, this subject area deals with the perceptual, semiotic, aesthetic, historical and cultural aspects of visual communication (the production and reception of visual messages). It aims to endow students with the ability of engaging critically and analytically with visual messages. Students may focus on a specific cultural form such as photography, visual art, advertising, film, television, or multimedia, or on more general issues such as visual literacy, visual perception, visual manipulation, visual narrative, imagery, representation, meaning production, and aesthetics.

Cultural and Media Studies

Cultural and Media studies is an interdisciplinary field of study that draws ideas from literary studies, social sciences, history, and philosophy. Generally, cultural and media studies attempts to understand how culture is produced and experienced in the light of concepts such as identity, power and ideology. The program aims to make students familiar with the major themes, debates, theories, and methods in cultural and media studies. Topics of study may include specific forms of media such as film, television, and digital media, or more general examinations of the relations between culture and identity, gender, and race including their constructions by and representations in the media.

**DEPARTMENT OF COMMUNICATION AND DESIGN
2008-2009 GRADUATE RESEARCH TOPIC**

Media and Visual Studies

The Department of Communication and Design offers Master of Arts program in Media and Visual Studies. The M.A. program aims to prepare students for careers in the media and communications sector as well as academic careers. It provides students with a sophisticated conceptual framework and analytical skills to enable them to make original contributions to media, visual and cultural analysis by specializing in a particular aspect of Turkish or international media such as film, television, internet or printed medium. The program encourages free and creative thinking, emphasizing research, analysis, interpretation, and criticism. Aiming at improving the standards of Turkish media, visual and cultural studies, the program encourages theoretical, interdisciplinary, and comparative approaches.