

## General Information About the Faculty

The Faculty of Communication at Istinye University is committed to providing innovative and multifaceted education that prepares students for the dynamic world of communication. With departments in Visual Communication Design, Public Relations and Advertising, Radio, Television and Cinema, and New Media and Communication, the faculty equips students with creative thinking, analytical skills, media literacy, and a strong sense of social responsibility. Students are trained to stay abreast of advancements in communication technologies, engage with social issues, and actively participate in projects that benefit the public.

The faculty emphasizes lifelong learning, entrepreneurship, and the integration of art and aesthetics into communication practices. It fosters an inclusive understanding of communication within the framework of ethical values, cultural awareness, and global perspectives, while promoting the importance of language in intercultural dialogue. Through multimedia literacy, critical thinking, and an appreciation for human rights, students are guided to become effective, ethical, and creative communication professionals.

By leveraging both academic and industry resources, the faculty ensures that graduates are well-prepared for sustainable success and equipped to meet the challenges of the global communication landscape.

## Visual Communication Design

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#### General Information

The Visual Communication Design Department at Istinye University prepares students to excel at the intersection of art, design, and mass culture by fostering analytical skills, creativity, and a strong sense of social responsibility. The program emphasizes critical thinking, innovation, and ethical values, offering hands-on training in advertising, design, digital content production, and creative arts.

Students are equipped with technical knowledge and proficiency in using advanced design tools and communication technologies. They also benefit from state-of-the-art facilities, including MAC and PC computer labs, photography studios, and design workshops, ensuring they are ready to meet the demands of the professional world.



#### Career Prospects After Graduation

Graduates of Visual Communication Design have a wide range of career opportunities across various industries. They can work as graphic designers, visual communication designers, web and mobile application designers, publishing designers, advertising and broadcast directors, or game designers. Career paths include roles in the media sector, advertising agencies, publishing, photography studios, newspapers, magazines, and public or private sector institutions.

Additionally, graduates can further their education through graduate studies, opening the path to academic careers. This diverse skill set equips them to excel in creative and professional roles in both local and international contexts.



#### What Makes the Department of Visual Communication Design Unique?

A strong faculty, theoretical and practical courses tailored to the field, an open-door advisory system, and post-graduation communication.



### General Information

The Department of New Media and Communication at Istinye University equips students with the skills and knowledge to understand new media technologies and their societal impacts. Through a comprehensive curriculum blending theory and practice, students develop critical thinking, digital literacy, visual design, and content creation skills. The program emphasizes values such as creativity, ethical standards, diversity, and social responsibility, preparing students for careers as media professionals on both local and global scales.

With hands-on experience through internships and industry partnerships, graduates are equipped to thrive in the dynamic media landscape and shape the future of communication in an interconnected world.



### Career Prospects After Graduation

Graduates of the Department of New Media and Communication will have the opportunity to apply their theoretical knowledge in practical settings, continuously develop their skills, and build professional careers in fields such as advertising, journalism, digital content creation, social media expertise, and the creative arts.

The department aims to prepare students to excel as media professionals both locally and globally. Through internship opportunities, students gain valuable hands-on experience, develop workplace readiness, and explore their personal interests. Graduates are equipped with the knowledge and skills needed to thrive in dynamic and evolving media industries.



### What Makes the Department of New Media and Communication Unique?

Emphasis on critical thinking within an interdisciplinary academic framework.

Integration of theoretical knowledge with practical applications.

Development of advanced digital skills and design literacy.

Preparation for career opportunities at both global and local levels.

Strategic collaboration with industry partners and provision of internship opportunities.

Promotion of ethical standards and awareness of social responsibility.

Cultivation of an academic environment focused on creativity and innovation.



## General Information

The Public Relations and Advertising Department at Istinye University aims to prepare professionals who can adapt to rapidly evolving communication technologies and excel in the globalized world. The program equips students with skills to analyze and manage communication tools, develop innovative solutions to societal needs, and uphold ethical and socially responsible practices. Students are trained to foster adaptability, critical thinking, and a commitment to lifelong learning while gaining expertise in managing brand and reputation effectively.

Public Relations and Advertising play a crucial role in connecting organizations with their stakeholders, media, and society. The department focuses on producing skilled professionals who can navigate today's interconnected and dynamic communication landscape, meeting the demands of both local and global platforms.

The department's mission is to cultivate individuals capable of responding to the challenges of the evolving communication world through effective tool management and ethical practices. Its vision is to remain a student-focused and nationally recognized unit, making meaningful contributions to communication education, research, and the development of responsible communication professionals.



## Career Prospects After Graduation

Graduates of the Public Relations and Advertising Department at Istinye University are well-prepared for diverse career paths. They effectively apply theoretical communication knowledge with expertise in evolving methods and a deep understanding of global trends. Skilled in managing and shaping communication processes, they combine fields strategically, excel in teamwork, and possess strong management, research, analytical, and critical thinking abilities. Graduates also demonstrate innovative problem-solving, ethical practices, and social responsibility.

Career opportunities include roles in national and international companies, public institutions, media organizations, NGOs, and global organizations. Graduates can work in corporate communication, public relations, advertising, brand management, and strategic marketing. They can also pursue roles as creative copywriters, art directors, campaign managers, project directors, and social media content managers. Additionally, they may specialize as strategic communicators in market research or continue education to become consultants or academicians. Their diverse skills ensure success in dynamic communication industries.



## What Makes the Department of Public Relations and Advertisement Unique?

Student-Centered Education	Inclusivity
Critical Inquiry Approach	Responsibility to Society and the Environment
Interdisciplinary Education Perspective	Commitment to Ethical Principles
Focus on Innovation and Technology	Expertise in Communication Practices
Sustainability Communication	

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### General Information

The Radio, Television, and Cinema Department at Istinye University provides comprehensive training in media production, screenwriting, editing, production, and media management, preparing students for dynamic careers in the media industry. The program offers a strong foundation in radio, television, cinema, and digital media, blending theoretical knowledge with practical experience to equip students with the skills to create content for diverse platforms.

Students learn to design works tailored to the specific demands of each media platform, analyze target audiences, and craft messages that align with the nature of these platforms. The curriculum emphasizes professional competence, social responsibility, and adherence to ethical standards. Graduates are trained to excel as both team collaborators and independent professionals, mastering visual and textual codes while incorporating their unique aesthetic perspectives into their work.

By fostering creativity, technical expertise, and a deep understanding of media ethics, the department prepares students to meet the challenges of the evolving media landscape and succeed in a variety of roles within the industry.

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### Career Prospects After Graduation

Graduates of the Radio, Television, and Cinema Department at Istinye University are equipped with the theoretical knowledge and practical skills to pursue diverse career opportunities in the ever-expanding media, creative, and entertainment industries. They can excel in roles such as producers, directors, screenwriters, editors, content creators, cinematographers, broadcasters, and social media managers. These roles span various industries, including television, radio, film production, digital media, advertising, and educational institutions.

Graduates are prepared to contribute to every stage of media production, from concept development to post-production, within traditional platforms like television networks and film studios, as well as emerging fields like digital media, social media content creation, and streaming platforms. For those inclined toward academia or research, the program provides a solid foundation for roles in media studies and research, enabling them to explore the evolving landscape of communication and storytelling.

With a strong focus on ethical storytelling, technical expertise, and a deep understanding of audience engagement, graduates are well-equipped to build meaningful careers that shape the future of media on a global scale. They may also choose to work independently on freelance projects, leveraging their creativity and adaptability in the rapidly changing media environment.

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### What Makes the Department of Radio, Television and Cinema Unique?

The Istinye University Department of Radio, Television, and Cinema offers a well-rounded program that balances theory, hands-on experience, and creativity. Students gain more than technical skills—they develop expertise in storytelling, audience engagement, and ethical practices. The program encourages students to cultivate their unique creative voices while utilizing state-of-the-art tools in fully equipped studios.

What sets the department apart is its commitment to preparing socially responsible media professionals who are equipped to succeed in a rapidly evolving industry. Through a combination of innovative coursework and practical projects, students are empowered to transform their passion for media into meaningful and impactful careers.