

BALIKESİR UNIVERSITY
FACULTY OF FİNE ARTS
UNIVERSITY ELECTIVE COURSE DESCRIPTION FORM

Department / Division	Printmaking					
Course Name	USD0180 Visual Production and Design with Artificial Intelligence I					
Course Semester	Fall	☒		Spring	☐	
Course Language	Turkish	☒		English	☐	
Course Credits	Theoretical	3		Practice	0	Total Credits 3
Course ECTS	3					
Course Type	Elective					
Course Objectives	To experience how artificial intelligence technologies can be used in the field of visual arts, and to explore the creative solutions offered by these technologies.					
Course Content	Fundamental concepts related to artificial intelligence and machine learning; use of AI-based design tools; prompt creation; visualization; automated design generation; optimization of creative processes.					
Prerequisites	None					
Instructor(s)	Assoc. Prof. Dr. BURÇAK BALAMBER			e-mail: burcak.balamber@balikesir.edu.tr		
Teaching Assistants				e-mail:		
Internship Status	None					
Course Resources	Pilot, L. (2024). AI for UX Designers. Independently Published. Eser, A. D. (2023). Artificial Intelligence and Art. Ütopya Press. Vello, M. (2024). Artificial Intelligence Applied to Photography. Gaur, L. (2024). Generative Artificial Intelligence and Ethics. IGI Global. Eser, A. D. (2024). Artificial Intelligence and Art: Tool or Goal? Ütopya Press. Carter, T. (2025). Ethical AI Design. Independently Published. Gutiérrez, G. (2025). GANs Building Synthetic Intelligence & AI Creativity. Ergen, İ. (2022). Design Enhanced by Artificial Intelligence. Efe Akademi. Burçak Balamber Course Notes.					
Course Structure						
Planned Learning Activities and Methods	Lecture, Project					
Course Assessment Criteria			Course ECTS Workload Calculation			
Semester Activities	Number	Contribution (%)	Activity	Number	Duration	Total Workload (Hours)
Midterm Exam	1	%40	Course Duration	14	3	42
Quiz	0	%0	Out-of-Class Study	14	1	14
Assignment	0	%0	Midterm Exams	1	15	15
Attendance	0	%0	Final Exam	1	20	20
Practice	0	%0	Total Workload: 91			
Project	0	%0	ECTS Credits: 3			
Final Exam	1	%60				
Course Learning Outcomes						
Course Topics						

Week	Topic	Pre-Study	Documents
1	Course presentation, introduction, course overview, objectives, content, schedule and methods. Fundamental concepts related to artificial intelligence; history and development of AI.		
2	Overview of artificial intelligence tools; ethical issues.		
3	Research for the pre-design process using ChatGPT, Gemini and Copilot.		
4	Prompt writing and visual production with ChatGPT and Gemini.		
5	Visual production with Firefly.		
6	Image completion and text effects production using the generative fill tool in Firefly.		
7	Visual production with Midjourney.		
8	Image editing with Midjourney.		
9	Rendering from sketch with Sketch to Render.		
10	Video production from text using Sora.		
11	Trailer preparation with Runway.		
12	Visual preparation through Ideogram and Flux applications.		
13	Vector creation with Recraft and editing with Illustrator.		
14	Sound effect generation from text.		
Course Contribution to Program Outcomes		P01:3, P02:3, P03:4, P04:3, P05:4, P06:4, P07:4, P08:3, P09:3, P10:4, P11:3, P12:3 LO01: P01:4, P02:3, P03:3, P04:4, P05:3, P06:5, P07:5, P08:4, P09:4, P10:4, P11:3, P12:4 LO02: P01:3, P02:4, P03:4, P04:3, P05:4, P06:3, P07:2, P08:2, P09:2, P10:5, P11:5, P12:3 LO03: P01:5, P02:4, P03:3, P04:4, P05:3, P06:4, P07:3, P08:3, P09:5, P10:3, P11:3, P12:5 LO04: P01:2, P02:4, P03:4, P04:3, P05:4, P06:3, P07:4, P08:4, P09:3, P10:5, P11:4, P12:2 LO05: P01:3, P02:2, P03:5, P04:2, P05:5, P06:4, P07:5, P08:2, P09:3, P10:3, P11:3, P12:3	