

**BALIKESİR UNIVERSITY**  
**FACULTY OF FİNE ARTS**  
**UNIVERSITY ELECTIVE COURSE DESCRIPTION FORM**

|                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                |                                         |                                                                                                |                                                     |                               |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------|
| <b>Department / Division</b>                   | Printmaking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                |                                         |                                                                                                |                                                     |                               |
| <b>Course Name</b>                             | USD0181 Visual Production and Design with Artificial Intelligence II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                |                                         |                                                                                                |                                                     |                               |
| <b>Course Semester</b>                         | Fall <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                |                                         | Spring <input checked="" type="checkbox"/>                                                     |                                                     |                               |
| <b>Course Language</b>                         | Turkish <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                |                                         | English <input type="checkbox"/>                                                               |                                                     |                               |
| <b>Course Credits</b>                          | <b>Theoretical</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <input type="text" value="3"/> | <b>Practice</b>                         | <input type="text" value="0"/>                                                                 | <b>Total Credits</b> <input type="text" value="3"/> |                               |
| <b>Course ECTS</b>                             | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                |                                         |                                                                                                |                                                     |                               |
| <b>Course Type</b>                             | Elective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                |                                         |                                                                                                |                                                     |                               |
| <b>Course Objectives</b>                       | To evaluate the relationship between artificial intelligence and art from a theoretical and critical perspective; to use current AI technologies in creative processes; to analyze the relationship between data, algorithms and visualization in an artistic context; to discuss the concepts of ethics, originality and creativity; to develop individual or collective art projects based on artificial intelligence.                                                                                                                                                                                                                       |                                |                                         |                                                                                                |                                                     |                               |
| <b>Course Content</b>                          | AI-Assisted Art Production Processes; The Role of Algorithms in Visual and Conceptual Creativity; Interpretation of Production and Visual Outcomes with Data Sets; Use of AI-Assisted Visualization Tools; Discussions on Ethics and Originality in the Context of Art and Technology; Case Studies from Contemporary Art Practices; Designing and Presenting One's Own AI-Based Art Project.                                                                                                                                                                                                                                                  |                                |                                         |                                                                                                |                                                     |                               |
| <b>Prerequisites</b>                           | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                |                                         |                                                                                                |                                                     |                               |
| <b>Instructor(s)</b>                           | Assoc. Prof. Dr. BURÇAK BALAMBER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                |                                         | e-mail: <a href="mailto:burcak.balamber@balikesir.edu.tr">burcak.balamber@balikesir.edu.tr</a> |                                                     |                               |
| <b>Teaching Assistants</b>                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                |                                         | e-mail:                                                                                        |                                                     |                               |
| <b>Internship Status</b>                       | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                |                                         |                                                                                                |                                                     |                               |
| <b>Course Resources</b>                        | Gutiérrez, G. (2025). GANs Building Synthetic Intelligence & AI Creativity. Independently Published. Ergen, İ. (2022). Design Enhanced by Artificial Intelligence. Efe Akademi. Eser, A. D. (2023). Artificial Intelligence and Art. Ütopya Press. Vello, M. (2024). Artificial Intelligence Applied to Photography. Pilot, L. (2024). AI for UX Designers. Independently Published. 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. Burçak Balamber Course Notes. |                                |                                         |                                                                                                |                                                     |                               |
| <b>Course Structure</b>                        | Field Knowledge: 80%, Social Sciences: 20%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                |                                         |                                                                                                |                                                     |                               |
| <b>Planned Learning Activities and Methods</b> | Lecture, Project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                |                                         |                                                                                                |                                                     |                               |
| <b>Course Assessment Criteria</b>              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                | <b>Course ECTS Workload Calculation</b> |                                                                                                |                                                     |                               |
| <b>Semester Activities</b>                     | <b>Number</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Contribution (%)</b>        | <b>Activity</b>                         | <b>Number</b>                                                                                  | <b>Duration</b>                                     | <b>Total Workload (Hours)</b> |
| 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                         |                                                                                                |                                                     |                               |

|                                            |                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Evrak Tarih ve Sayısı: 13.05.2026-E.670117 |                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| Final Exam                                 | 1                                                                                                                                                                                          | %60                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |           |
| Course Learning Outcomes                   |                                                                                                                                                                                            | LO01: Evaluates the role of artificial intelligence in art production from a theoretical and critical perspective. LO02: Develops artistic ideas using current AI tools. LO03: Analyzes the relationship between data, algorithms and visualization in an artistic context. LO04: Designs individual or collective art projects working with artificial intelligence. LO05: Discusses concepts of ethics, originality and creativity at the intersection of art and technology.                                                                                |           |
| Course Topics                              |                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| Week                                       | Topic                                                                                                                                                                                      | Pre-Study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Documents |
|                                            |                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 1                                          | Introduction, Course Overview, Course Objectives, Content, Schedule and Methods, Studio Rules and Material Information, Sharing Information with Students via Course Information Packages. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 2                                          | Data, algorithms and art: Redefining creativity.                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 3                                          | Research for the pre-design process using ChatGPT, Kling AI and Claude.                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 4                                          | Prompt writing and visual production with ChatGPT, Kling AI and Claude.                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 5                                          | Individual project sketches in line with conceptual themes.                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 6                                          | Image completion and text effects production using the generative fill tool in Firefly.                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 7                                          | Determining the tools and data sources to be used.                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 8                                          | Sketch preparation with Vizcom.                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 9                                          | Rendering from sketch with Vizcom.                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 10                                         | Discussions on ethics, originality and creativity.                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 11                                         | Trailer preparation with Seadart.                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 12                                         | Visual preparation through Sora, Ideogram and Flux applications.                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 13                                         | Project applications and interim evaluation.                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| 14                                         | Presentation preparation and final adjustments.                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
| Course Contribution to Program Outcomes    |                                                                                                                                                                                            | All: P01:3, P02:4, P03:4, P04:4, P05:4, P06:4, P07:3, P08:3, P09:4, P10:4, P11:4, P12:3   LO01: P01:3, P02:4, P03:5, P04:3, P05:4, P06:3, P07:3, P08:2, P09:3, P10:3, P11:3, P12:4   LO02: P01:3, P02:3, P03:3, P04:5, P05:3, P06:5, P07:2, P08:2, P09:4, P10:5, P11:2, P12:5   LO03: P01:2, P02:4, P03:4, P04:4, P05:5, P06:3, P07:3, P08:3, P09:3, P10:3, P11:4, P12:3   LO04: P01:5, P02:3, P03:3, P04:5, P05:3, P06:5, P07:2, P08:2, P09:4, P10:2, P11:5, P12:2   LO05: P01:2, P02:4, P03:4, P04:3, P05:3, P06:5, P07:5, P08:5, P09:4, P10:3, P11:4, P12:3 |           |

**BALIKESİR ÜNİVERSİTESİ**  
**GÜZEL SANATLAR FAKÜLTESİ**  
**ÜNİVERSİTE SEÇMELİ DERS TANITIM FORMU**

|                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     |                                                                                                      |                                     |                     |                                |
|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------|---------------------|--------------------------------|
| <b>Bölüm / Anabilim dalı</b>                       | Baskı Sanatları                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     |                                                                                                      |                                     |                     |                                |
| <b>Dersin Adı</b>                                  | USD0181 Yapay Zeka İle Görsel Üretim ve Tasarım II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                     |                                                                                                      |                                     |                     |                                |
| <b>Dersin Yarıyılı</b>                             | <b>Güz</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <input type="checkbox"/>            | <b>Bahar</b>                                                                                         | <input checked="" type="checkbox"/> |                     |                                |
| <b>Dersin Dili</b>                                 | <b>Türkçe</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input checked="" type="checkbox"/> | <b>İngilizce</b>                                                                                     | <input type="checkbox"/>            |                     |                                |
| <b>Dersin Kredisi</b>                              | <b>Teorik</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="text" value="3"/>      | <b>Uygulama</b>                                                                                      | <input type="text" value="0"/>      | <b>Toplam Kredi</b> | <input type="text" value="3"/> |
| <b>Dersin AKTS</b>                                 | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                     |                                                                                                      |                                     |                     |                                |
| <b>Dersin Öğrenim Türü</b>                         | Seçmeli                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                     |                                                                                                      |                                     |                     |                                |
| <b>Dersin Amacı</b>                                | Yapay zekâ ile sanat ilişkisini kuramsal ve eleştirel açıdan değerlendirebilme, güncel yapay zekâ teknolojilerini yaratıcı süreçlerde kullanabilme, veri, algoritma ve görselleştirme ilişkisini sanatsal bağlamda analiz edebilme, etik, özgünlük ve üretkenlik kavramlarını tartışabilme, yapay zekâ tabanlı bireysel veya kolektif sanat projeleri geliştirebilme.                                                                                                                                                                                                                                               |                                     |                                                                                                      |                                     |                     |                                |
| <b>Dersin İçeriği</b>                              | Yapay Zekâ Destekli Sanat Üretim Süreçleri, Görsel ve Kavramsal Yaratıcılıkta Algoritmaların Rolü, Veri Setleri ile Üretim ve Görsel Sonuçların Yorumlanması, Yapay Zekâ Destekli Görselleştirme Araçlarının Kullanımı, Sanat ve Teknoloji İlişkisi Bağlamında Etik ve Özgünlük Tartışmaları, Güncel Sanat Pratiklerinden Örnek Analizler, Kendi Yapay Zekâ Tabanlı Sanat Projesini Tasarlama ve Sunma.                                                                                                                                                                                                             |                                     |                                                                                                      |                                     |                     |                                |
| <b>Dersin Önkoşulları</b>                          | Yok                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |                                                                                                      |                                     |                     |                                |
| <b>Dersi Verenler</b>                              | Doç.Dr. BURÇAK BALAMBER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                     | <b>mail :</b> <a href="mailto:burcak.balamber@balikesir.edu.tr">burcak.balamber@balikesir.edu.tr</a> |                                     |                     |                                |
| <b>Dersin Yardımcıları</b>                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     | <b>mail :</b>                                                                                        |                                     |                     |                                |
| <b>Dersin Staj Durumu</b>                          | Yok                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                     |                                                                                                      |                                     |                     |                                |
| <b>Ders Kaynakları</b>                             | Gutiérrez, G. (2025). GANs Building Synthetic Intelligence & AI Creativity. Independently Published. Ergen, İ. (2022). Yapay Zeka İle Gelişen Tasarım. Efe Akademi. Eser, A. D. (2023). Yapay Zeka ve Sanat. Ütopya Yayınevi. Vello, M. (2024). Artificial Intelligence Applied to Photography. Pilot, L. (2024). AI for UX Designers. Independently Published. Gaur, L. (2024). Generative Artificial Intelligence and Ethics. IGI Global. Eser, A. D. (2024). Yapay Zeka ve Sanat: Araç mı Amaç mı? Ütopya Yayınevi. Carter, T. (2025). Ethical AI Design. Independently Published. Burçak Balamber Ders Notları. |                                     |                                                                                                      |                                     |                     |                                |
| <b>Dersin Yapısı</b>                               | Alan Bilgisi: %80, Sosyal Bilimler: %20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                     |                                                                                                      |                                     |                     |                                |
| <b>Planlanan Öğrenme Aktiviteleri ve Metodları</b> | Anlatım, Proje                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                     |                                                                                                      |                                     |                     |                                |
| <b>Ders Değerlendirme Ölçütleri</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                     | <b>Ders AKTS Hesaplama İçeriği</b>                                                                   |                                     |                     |                                |
| <b>Yarıyıl Çalışmaları</b>                         | <b>Sayısı</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Katkısı (%)</b>                  | <b>Etkinlik</b>                                                                                      | <b>Sayısı</b>                       | <b>Süre</b>         | <b>Toplam İş Yüğü(Saat)</b>    |
| Ara Sınav                                          | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | %40                                 | Ders Süresi                                                                                          | 14                                  | 3                   | 42                             |
| Kısa Sınav                                         | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | %0                                  | Sınıf Dışı Çalışma Süresi                                                                            | 14                                  | 1                   | 14                             |
| Ödev                                               | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | %0                                  | Ara Sınavlar                                                                                         | 1                                   | 15                  | 15                             |
| Devam                                              | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | %0                                  | Yarıyıl Sonu Sınavı                                                                                  | 1                                   | 20                  | 20                             |
| Uygulama                                           | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | %0                                  | Toplam İş Yüğü : 91                                                                                  |                                     |                     |                                |
| Proje                                              | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | %0                                  | AKTS Kredisi : 3                                                                                     |                                     |                     |                                |
| Yarıyıl Sonu Sınavı                                | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | %60                                 |                                                                                                      |                                     |                     |                                |