



ISTANBUL
**GELISIM
UNIVERSITY**

AUGUST 2025



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GELİŞİM ÜNİVERSİTESİ

FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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HAPPY ANNIVERSARY OF AUGUST 30 VICTORY DAY!





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Welcome to Our Students Who Preferred the Faculty of Applied Sciences in the 2025-2026 Academic Year!

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NEWS FROM IGU

2025 Project Year Erasmus+ KA131 Results Announced: IGU Tops the List Among Foundation Universities!

The results of the 2025 Erasmus+ KA131 Higher Education Student and Staff Mobility Project applications have been announced. According to the announced results, Istanbul Gelişim University (IGU) has been awarded a total grant of €384,020. This amount is the highest KA131 budget the university has ever received. The grant is not only a tangible result of the university's efforts towards its internationalization vision but also represents an important milestone in providing more opportunities and support in the field of student and staff mobility.

IGU Tops the List Among Foundations Universities!

According to the 2025 results, İGÜ ranked among all foundation universities in Türkiye as follows:

Study Mobility Grant- 1st place

Teaching Mobility Grant- 2nd place

Internship Mobility Grant- 3rd place

Total Grants Received- 3rd place

Learning Mobility Grant- 6th place

This success clearly demonstrates the effective use of academic and administrative capacity in the direction of internationalization, particularly in staff mobility.

NEWS FROM IGU

Strong Steps Towards Internationalization

Thanks to strategic partnerships led by the International Exchange and Cooperation Coordination Office, high-quality project applications, and comprehensive planning of mobility goals, IGU continues to be more visible in Europe, more effective in partnerships, and more active in student/staff exchanges.

More Mobility, More Experience

With the Erasmus+ KA131 grant for the 2025 Project Year, more IGU students will have the opportunity to study and intern abroad, while more academic and administrative staff will be able to participate in teaching and training activities at universities across Europe. With increasing Erasmus+ grants, internationalization strategies, and strong academic collaborations each year, Istanbul Gelisim University is steadily progressing towards becoming a world university that is more visible in Europe and offers more opportunities to its students and staff.

With this achievement, IGU has once again proven that it is one of Türkiye's leading foundation universities not only in terms of Erasmus+ grants but also in terms of vision, development, and impact.



NEWS FROM FoAS

Res. Asst. Ensar Macit and Res. Asst. Serhat Kahyaoğlu Attended EST25!

Res. Asst. Ensar Macit and Res. Asst. Serhat Kahyaoğlu from Istanbul Gelisim University attended the congress titled "EST25: Changing Faces of Translation Studies," organized by the European Society for Translation Studies (EST), hosted by the University of Leeds from June 30 to July 3, 2025, in Leeds, England.

At this most important congress in Translation Studies, which brought together leading international researchers, Macit and Kahyaoğlu had the opportunity to follow current academic studies and observe scientific developments in the field firsthand.

Following the congress, personal academic visits included visits to the University of Reading Special Collections and the National Archives (London), where archival documents and rare works related to the history of translation were examined. These visits provided valuable experience for document-based translation studies research.



NEWS FROM FoAS

A Sweet Welcome with Cookies and Basil Sherbet!

As part of the 2025 Preference and Promotion Days organized by Istanbul Gelisim University, the Gastronomy and Culinary Arts Department provided refreshments for prospective students and their families.

The "IGU Preference and Promotion Days," which began on July 21st and continued until August 13th, were held at the Tower Campus. All prospective students and parents visiting the university were served cookies and refreshing basil sherbet, meticulously prepared in the department's kitchen.

Department faculty, kitchen staff, and student volunteers were involved in preparing the refreshments. Guests were treated to both a delicious break and a glimpse into the department's practical education approach. Prospective students visiting the department stands met one-on-one with faculty and current students to learn about the curriculum, practical courses, and career opportunities. The refreshments provided a pleasant experience for visitors and contributed to Istanbul Gelisim University's comprehensive promotional efforts for all prospective students.

Thanks were given to the department faculty members who took part in the organization of the event, Dr. Nevruz Berna Tatlısu, Dr. Muzaffer Çakmak, Dr. Elif Cemre Özaydın, Res. Asst. Berna Tellioğlu, Res. Asst. Cem Keskin, Lect. Kemal Şahanlık, kitchen managers Didar Başgöze and Yiğit Can Yeşil, and to the students who provided support.



ACADEMIC ARTICLES

"The Article "Immigrant Audience: Understanding Global Cultural Flow Through Somali Immigrants in Türkiye" Was Published!

The article, co-authored by Associate Professor Uğur Baloğlu of the Department of Television Journalism and Programming and Associate Professor. Yıldız Derya Birincioğlu of Mimar Sinan Fine Arts University, has been published in the European Journal of Cultural Studies, a journal listed in the SSCI Q1 category, one of the most prestigious journals in the social sciences.

Access Link:

<https://journals.sagepub.com/doi/abs/10.1177/13675494251349799>



The Article "Reproduction of Gender Inequality in Artificial Intelligence Applications: Hidden Biases in Coding and Datasets" Was Published!

The article titled "Reproduction of Gender Inequality in Artificial Intelligence Applications: Hidden Biases in Coding and Datasets," co-authored by Public Relations and Advertising Department Asst. Prof. Nevra Üçler and Assoc. Prof. Zeynep Burcu Şahin, has been published in Volume 3, Issue 12 of the Journal of Communication Studies in the New Century.

Access Link:

<http://dergipark.org.tr/tr/pub/connectist/issue/94054>



ACADEMIC ARTICLES

The Article "Assessment of the Quality Inspectors for the Railway Manufacturing Industry in Interval-Valued Q-Rung Orthopair Fuzzy Environment," Was Published

The article, "Assessment of the Quality Inspectors for the Railway Manufacturing Industry in Interval-Valued Q-Rung Orthopair Fuzzy Environment," co-authored by Assoc. Prof. Mustafa Çanakçıoğlu of the Department of Electronic Commerce and Management, has been published in the journal Facta Universitatis, Series: Mechanical Engineering (SCiE: 10.1; SCOPUS: 14.4).

Access Link: <https://casopisi.junis.ni.ac.rs/index.php/FUMechEng/article/view/13543>



EXPERIENCE OF DM PROGRAM

Hello, I am Gülnihal Çözel.

I graduated from Istanbul Gelişim University's Electronic Commerce and Management Department in 2025. I'm continuing my education as part of a double major program in Management Information Systems.



When I started the program, we were experiencing a period when e-commerce was rapidly rising. This journey, which began with the excitement and uncertainty of being one of the first students in the department, evolved into a process that transformed me both professionally and personally.

Thanks to the comprehensive content offered by the Electronic Commerce and Management program, I had the opportunity to learn the strategic dimensions of digital commerce, marketing dynamics, and data-driven decision-making processes. These courses also guided me to understand the infrastructure processes of technology. The double major program I started developed my fundamental technical knowledge and enabled me to gain competence in areas such as data analytics and software.

I've realized that being able to integrate different fields allows me to be more productive both professionally and academically. I'm currently working as a long-term intern in a department with diverse business areas at a corporate company. At the same time, an academic project I conducted with students from different disciplines served as a concrete example of the broad perspective this diversity affords me. This process demonstrated both the value of teamwork and how I could apply my expertise to diverse fields.

Istanbul Gelişim University not only provided me with professional knowledge; it also taught me that every step is an opportunity for growth. In this environment, I gained the courage to combine different disciplines, the flexibility to adapt to a changing world, and the strength to believe in my own potential. I wholeheartedly thank my valued professors who guided me throughout this process and made me feel their unwavering support.

GUEST WRITER

Being a Designer in the Age of Artificial Intelligence: The Power of Imagination Is Still Ours

I've been teaching graphic design and video effects for 18 years. I've had hundreds of students, sat at the table with industry giants, and sometimes spent hours experimenting with a poster's font, sometimes making dozens of adjustments for a split-second video effect. That's why I know this: The only constant in the design world is change...

Today, this change is called Artificial Intelligence. When I first saw it, I was astonished. Imagine, you type a command, and a few seconds later, an image close to what you envisioned appears on the screen. Moreover, the lighting settings, composition, and even texture details are all perfectly aligned. At this point, the same question comes to everyone's mind: "If AI can design, do we still need it?"

Yes, more so than ever. Because AI produces "beautiful" images, but we still create the "right" design. Good design is one that fits the context, the target audience, cultural codes, and the spirit of the brand. This can only be achieved through human creativity, experience, and empathy.



Tolga Karakol
Graphic and Web Designer

AI: A Partner, Not a Competitor

Artificial intelligence doesn't eliminate the designer; it gives them brand new power.

- **Speed:** It reduces the time it takes to develop an idea to mere minutes.
- **Alternative:** It can generate dozens of different experiments from the same brief.
- **Energy Saving:** It takes on repetitive tasks and leaves us with room for creative thinking.

In the near future, a successful designer will be someone who can use AI like a co-pilot. Just as designers without Photoshop struggle today, designers without AI will be left behind tomorrow.

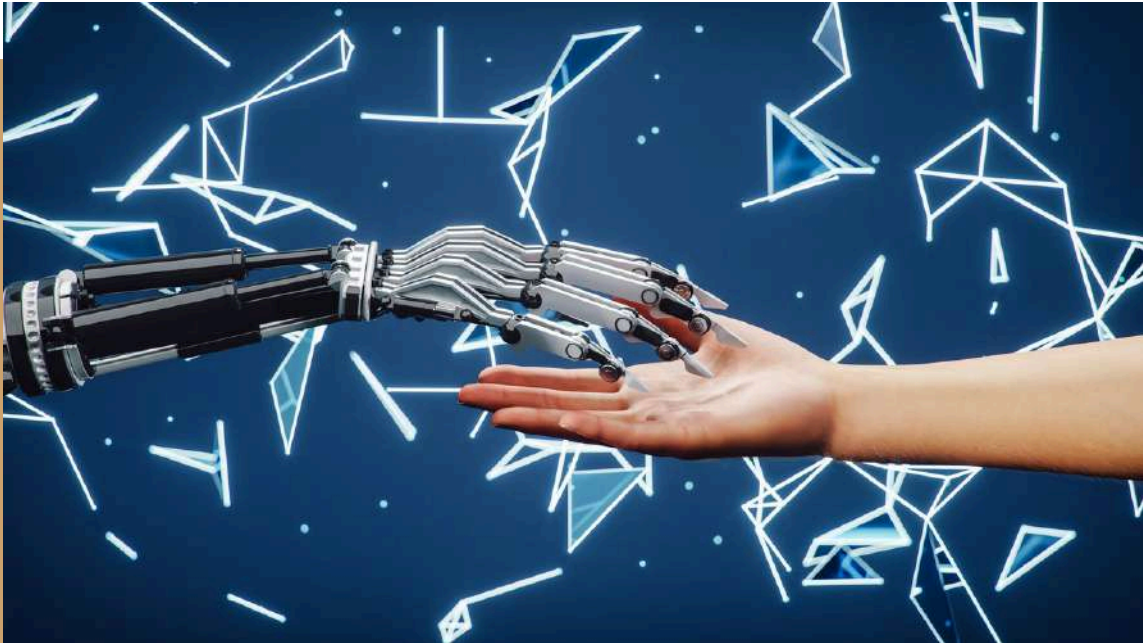
GUEST WRITER

2 Golden Rules for the Future of the Profession

- Don't fight technology; learn it. AI is a paintbrush in your hand, a composition in your mind.
- Continuously nurture your imagination. Because the quality of the commands you give AI is limited by your imagination.

The clearest thing I've seen in 18 years is this: Tools change, techniques evolve, but a designer with a creative perspective is indispensable in every age. Artificial intelligence won't change this rule; on the contrary, it will further expand our imagination.

The future belongs to designers who combine technology with creativity. And believe me, we're just getting started.



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CULTURE, ART & LITERATURE

ISTANBUL ARTS AND CULTURE EVENTS

September 2025



Cinema - **Truth or Dare?**

Date: September 25-28, 2025

Venue: Istanbul Modern

The Cinema begins its season with the theme of "game." The program offers multi-layered content ranging from sports to politics, film screenings to panels, virtual reality experiences to artificial intelligence workshops.

- [Tickets and Details](#)



Festival - **Istanbul Fringe Festival 2025**

Date: September 19-27, 2025

Venue: Beyoğlu and various alternative stages

A multi-disciplinary festival combining dance, performance, and theater performances with international and local artists. Workshops, talks, and parties are also included in the program.

- [Tickets and Details](#)



Concert - **Buena Vista All Stars**

Date: September 30, 2025, 9:00 PM

Venue: Harbiye Cemil Topuzlu Open Air Theater

The orchestra will bring together 11 Cuban music legends, including original members of the Buena Vista Social Club, Barbarito Torres, and music director Demetrio Muñoz.

- [Tickets and Details](#)



Festival - **Akbank Jazz Festival**

Date: September 27 - October 12, 2025

Venue: Various venues in Istanbul

The festival, organized by Akbank Sanat and BKM, which will support all aspects of the arts, will bring more than 200 prominent jazz artists to various stages across the city.

- [Tickets and Details](#)

ERASMUS +

Hello, I am Görkem Gökçe.

Studying at Coimbra Business School as part of the Erasmus program was an unforgettable experience for me, both academically and personally. The school's location, slightly removed from the city center and surrounded by nature, gave me great peace of mind. The horses, green spaces, and tranquil atmosphere surrounding the campus made me feel rested and motivated even outside of class.

Academically, Coimbra Business School offered me a different learning approach with its practical and participatory course structure. The professors were very supportive and understanding of international students. I developed my self-confidence and communication skills through group projects, presentations, and interactive lessons.

This Erasmus experience also gave me the opportunity to explore Europe. Thanks to my location in Portugal, I visited approximately ten different countries. Each time I visited, I had the opportunity to experience different cultures, try different cuisines, and interact with people. These trips were not just journeys; they were invaluable experiences that gave me the feeling of being a global citizen.

Coimbra is a true student city; With its warm people, affordable living costs, and rich history, it's a truly enjoyable place to live. Communicating in English was sufficient in most places, but learning some Portuguese made daily life much easier.

My biggest advice to anyone considering Erasmus is to be open-minded, interested not only in the classes but also in getting to know the world around them, and to savor every moment. Experiencing new cultures is one of the best ways to discover yourself.



NEWS FROM SECTOR

Disney's Disgruntled Plush Army Against Labubu: Urupocha-Chan

In the collectibles world, Labubu is known for its chaotic energy and mysterious "blind box" surprises. Disney, however, is pursuing the opposite strategy with Urupocha-chan: a more emotional, more naive aesthetic... In other words, it's not aggressive, but an appeal based on "disgruntled cuteness."

The timing is also noteworthy. Labubu's rapid rise has led to long lines at brick-and-mortar stores, viral social media trends, and even a surge of counterfeit "Lafufu" products. Disney is poised to seize this trend and capture a piece of the collectibles market by blending nostalgia with its signature storytelling.

Access Link: <https://www.marketingturkiye.com.tr/haberler/disneyden-labubuya-karsi-kuskun-pelus-ordusu-urupocha-chan/>

Sushico Selects New Digital Communications Agency

SushiCo has begun a strategic collaboration with Tykhe.co for digital communications and creative production projects starting in the second half of 2025.

Under the agreement, Tykhe.co will develop the brand's social media strategies, produce original content, manage social media advertising, and handle professional photo and video production and visual design processes that reflect the restaurant's atmosphere and products.

Tykhe.co has previously completed projects to strengthen digital presence and brand communications with brands such as MFM Nutra, TEB, Netaş, Schogetten, BRF Mice, Counterfake, Maeve, and Drom NYC.

Access Link: <https://www.pazarlamasyon.com/tykhe-co-ya-yeni-marka>

Pegasus Takes Flight Safety Step: Power Bank Use Banned

Following Turkish Airlines, Pegasus Airlines has also made a new decision to increase flight safety. As part of measures taken to address increasing battery-related safety risks, Pegasus announced that it is banning the use of portable chargers (power banks) during flights.

The decision follows a recent incident that caused a flight from Istanbul to Seoul to return to Istanbul Airport via Kazakhstan. In the incident, a passenger dropped their power bank between the seats, creating a security risk, and the aircraft was forced to turn back.

Access Link: <https://www.airnewstimes.com/pegasustan-ucus-guvenligi-adimi-powerbank-kullanimi-yasaklandi.html>



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