

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM358	Interactive Media Design II	6	3	0	0	3	6

Prerequisites	COM209 BİLGİSAYAR GRAFİĞİNE GİRİŞ
Admission Requirements	COM209 BİLGİSAYAR GRAFİĞİNE GİRİŞ

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	By referring to the theoretical background provided in the “Digital Customer Experience” course through various case analysis, it is aimed to provide the students the knowledge and ability to design “customer experience” in digital media. During the semestre, an original interactive medium will be developed through every step of the user experience design process by each student under the supervision of the lecturers. The participants will also be introduced with the research and design techniques used in user-centered research and design process through hands on studies.
Content	<p>1. Week: Introduction to Interactive Media Design: Concepts, Limitations, Possibilities</p> <p>2. Week: UX Centered Design and Development Process: Techniques</p> <p>3. Week: Selection of the Proposals: Goal, Objective and Strategy</p> <p>4. Week: Persona</p> <p>5. Week: User Journey and Story</p> <p>6. Week: Information Architecture _ Content Map</p> <p>7. Week: Mid-Term Evaluation</p> <p>8. Week: Interface Design: Paper Prototype</p> <p>9. Week: Interface Design: Paper Prototype</p> <p>10. Week: Interface Design: Digital Prototype (Wireframe)</p> <p>11. Week: Interface Design: Digital Prototype (Wireframe)</p> <p>12. Week: Interface Design: Mock-up</p> <p>13. Week: Interface Design: Mock-up</p> <p>14. Week: Final Evaluation _ JURY</p>
References	<p>? Knemeyer, D. and Svoboda,E., 2008 User Experience _ UX, www.interaction.gov.trhttp://www.interaction.gov.tr</p> <p>? User Experience White Paper, Bringing clarity to the concept of user experience, Result from Dagstuhl Seminar on Demarcating User Experience, September 15-18, 2010</p> <p>? Andersen, S., P. 2008, Fundamentals of Experience Design, www.poetpainter.comhttp://www.poetpainter.com</p> <p>? Morville, P., 2004, User Experience Design, www.semanticstudios.comhttp://www.semanticstudios.com</p> <p>? Nyman, N., 2008, User Experience</p> <p>? Raabe,P., 2010, User-Centered Design, www.paznow.comhttp://www.paznow.com</p>

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? Frost, B., 2012, For a Future Friendly Web.

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? Budd, A., 2012, UX Professionalism: Building Tomorrows Digital Cathedrals.

Theory Topics

Week	Weekly Contents
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