Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM303	Interactive Media Design I	5	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	In this course, it is aimed to provide the students the ability to evaluate diverse interactive media at both content and form levels. Firstly, the course includes an in-depth analysis of Internet and Web phenomena through historicization and future projections. This evolution, which presents a diversity at both the user and the media level, will be investigated through a conceptualisation on populer interactive environments. Departing from an anaysis of the history of human-computer interaction, "graphical-user interface" and "usability" concepts will be explored through recent studies. In this context, interface design principles and procedures will be presented by focusing on examples from diverse media such as web sites, portals, mobile interfaces, IPTV, etc. At the end of the semestre, the students will be demanded to evaluate some popular interactive media and provide suggestions for revisions if needed.
Content	1. Cours: Introduction. Basic Concepts, Technologies, Applications. 2. Cours: Evolution of Internet and Web Phenomena - From ARPANET to Web 2.0: Concepts and Applications - A Critical Evaluation of Web 2.0 Paradigm: - A New Information Architecture vs. Architecture of exploitation - Wisdom of the Crowds vs. Hegemony of Amateurism - Community Communication vs. Violation of Trust and Intimacy - Future Projections: Web 3.0, Semantic Web, User-Generated Content. 3. Cours: User-Centered Design: Interface Design and Usability - Historical Development of "Graphical User Interface" - Usability Approach: Goal, Parameters and Evaluation Techniques 4. Cours: Universal Usability "Web For All" - User Diversity: Users from different cultures, children, seniors, disabled users, etc. - Technological Diversity - Strategies for Universal Usability: Assistive Technologies, Multi-Layered User Interface Design, Universal Design. - Guidelines to Design User Interfaces for Diverse User Groups 5. Cours: "Culturalization" and Global Web Sites -Web Design that supports users from different cultures: Problems and guidelines. 6. Cours: Interactive Media Development Process - Planning and Management of the Process - Team Structures, project charter 7. Cours: Information Architecture - Organizing and presenting the information in an interactive media - Site Structure - Search Engine Optimization

		8. Cours: Page Structure and Design in Interactive Media
		- Page Elements: Header, Footer, Content Area
		- Page size and Navigation
		- Homepage Elements and Design
		9. Cours: Typography in Interactive Media
		- Type in Web
		- Legibility
		- Typefaces
		- Emphasis
		- Typography and Graphics
		- Editorial Style
		10. Cours: Links, Forms and Applications
		11. Cours: Graphics in Interactive Media
		- Characteristics of Web Graphics
		- Graphic File Formats
		- Colour Theory and Use of Colour in Interactive Media
		12. Cours: Multimedia in Interactive Media
		- Audio and Video in Interactive Media
		- Preparing and Presenting Multimedia: Formats, Players, etc.
		13. Cours: Student Presentations
		14. Cours: Student Presentations
References		-Krug, S. (2003) Don't Make Me Think! A Common Sense Approach to Web Usability, 2nd Edition, Que.
		-Krug, S. (2009) Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems, New Riders Press.
		-Horton, S. (2009) Web Style Guide, 3rd edition: Basic Design Principles for Creating Web Sites, Yale University Press.
		-Rızvanoğlu, K. (2009) Herkes için Web: Evrensel Kullanılabilirlik ve Tasarım, Punto Yayınları, İstanbul.
		-www.firstmonday.org
		-www.alertbox.com
		-www.asktog.com

Theory Topics

Week	Weekly Contents
1	Introduction
2	Evolution of Internet and Web Phenomena
3	User-Centered Design: Interface Design and Usability
4	Universal Usability "Web For All"
5	"Culturalization" and Global Web Sites
6	Interactive Media Development Process
7	Information Architecture

Week	Weekly Contents
8	Page Structure and Design in Interactive Media
9	Typography in Interactive Media
10	Links, Forms and Applications
11	Graphics in Interactive Media
12	Multimedia in Interactive Media