

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM368	Interactive Media Design II	6	3	0	0	3	6

Prerequisites	COM303 ETKİLEŞİMLİ MEDYA TASARIMI I
Admission Requirements	COM303 ETKİLEŞİMLİ MEDYA TASARIMI I

Language of Instruction	Turkish
Course Type	Elective
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.
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Content	<ol style="list-style-type: none">1. Week: Introduction to Interactive Media Design: Concepts, Limitations, Possibilities2. Week: UX Centered Design and Development Process: Techniques3. Week: Selection of the Proposals: Goal, Objective and Strategy4. Week: Persona5. Week: User Journey and Story6. Week: Information Architecture _ Content Map7. Week: Mid-Term Evaluation8. Week: Interface Design: Paper Prototype9. Week: Interface Design: Paper Prototype10. Week: Interface Design: Digital Prototype (Wireframe)11. Week: Interface Design: Digital Prototype (Wireframe)12. Week: Interface Design: Mock-up13. Week: Interface Design: Mock-up14. Week: Final Evaluation _ JURY
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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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Theory Topics

Week	Weekly Contents
1	Introduction to Interactive Media Design: Concepts, Limitations, Possibilities
2	UX Centered Design and Development Process: Techniques
3	Selection of the Proposals: Goal, Objective and Strategy
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