Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 671	Web in Strategic Communication Management	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters 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	Week 1: Introduction. Basic Concepts, Technologies, Applications. Week 2: Evolution of Internet and Web Phenomena Week 3: User-Centered Design: Interface Design and Usability Historical Development of “Graphical User Interface” Usability Approach: Goal, Parameters and Evaluation Techniques Week 4: 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 Week 5: “Culturalization” and Global Web Sites Web Design that supports users from different cultures: Problems and guidelines. Week 6: Interactive Media Development Process Planning and Management of the Process Team Structures, project charter Week 7: Information Architecture Organizing and presenting the information in an interactive media Site Structure Search Engine Optimization Week 8: Page Structure and Design in Interactive Media Page Elements: Header, Footer, Content Area Page size and Navigation Homepage Elements and Design Week 9: Typography in Interactive Media Type in Web Legibility Typefaces Emphasis Typography and Graphics Editorial Style Week 10: Links, Forms and Applications Week 11: Graphics in Interactive Media Characteristics of Web Graphics Graphic File Formats Colour Theory and Use of Colour in Interactive Media Week 12: Multimedia in Interactive Media Audio and Video in Interactive Media Preparing and Presenting Multimedia: Formats, Players, etc. Week 13: Students Presentation Week 14: Students Presentations

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8 User Research

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