

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM306	Interactive Media Design II	6	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	By referring to the design courses taken in the previous years and specifically to the theoretical background provided in the “Interactive Media” course, it is aimed to provide the students the knowledge and ability to design an “interactive medium”. During the semestre, an original interactive medium will be developed through every step of the design process by each student under the supervision of the lecturers.
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>-Communication Arts (Interactive Annuals)</p> <p>www.webpagesthatsuck.com</p> <p>www.thefwa.com</p>

Theory Topics

Week	Weekly Contents
1	Introduction to Interactive Media Design: Concepts, Limitations, Possibilities
2	UX Centered Design and Development Process: Techniques