

## 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 populer interactive media and provide suggestions for revisions if needed.
Content	<p>Week 1: Introduction. Basic Concepts, Technologies, Applications.</p> <p>Week 2: 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.</p> <p>Week 3: User-Centered Design: Interface Design and Usability Historical Development of “Graphical User Interface” Usability Approach: Goal, Parameters and Evaluation Techniques</p> <p>Week 4: Universal Usability “Web For All” User Diversity: Users from different cultures, children, seniors, disabled users, etc. Technological Diversity Strategies for Universal Usability: Assisive Technologies, Multi-Layered User Interface Design, Universal Design. Guidelines to Design User Interfaces for Diverse User Groups</p> <p>Week 5: “Culturalization” and Global Web Sites Web Design that supports users from different cultures: Problems and guidelines.</p> <p>Week 6: Interactive Media Development Process Planning and Management of the Process Team Structures, project charter</p>

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

## 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.

<http://www.firstmonday.org>  
<http://www.alertbox.com>  
<http://www.asktog.com>  
<http://www.userspots.com>

Week	Weekly Contents
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