

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 682	Digital media management	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	<p>As being a popular topic in integrated marketing communications management in recent years, usability can be defined as “the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use”.</p> <p>Recent studies show that the average business metrics improvement – ROI- after a usability redesign is 83%. In this context, it is crucial for the digital media professionals to acquire an extensive knowledge /skill set in order to manage user-research integrated design and development processes.</p> <p>This course aims to provoke the awareness on relevant themes and to provide knowledge and skills to analyze a user interface with solid guidelines.</p>
Content	<p>1. Week: Introduction</p> <p>2. Week:</p> <p>Key Concepts</p> <ul style="list-style-type: none"> ! A Historical Overview: <ul style="list-style-type: none"> o Human-Computer Interaction (HCI) o Graphical User Interface (GUI) o Natural User Interface (NUI) ! Usability <ul style="list-style-type: none"> o Why does usability matter? o An overview on e-commerce ecosystem through the usability perspective o How do we measure usability? ! User Experience (UX) <ul style="list-style-type: none"> o UX as a phenomenon ? User Diversity vs. Technological Diversity ? UX in the New Cross-Channel World ? UX in the New Multi-Screen world ? Good UX: Context/Convenience vs. Taste/Appeal o Ux as part of organizations ? Organizational challenges ? Organizational goals o UX as a profession ? New Roles and Responsibilities ! UX as a process <ul style="list-style-type: none"> o Evolution of Design Processes: Waterfall vs. Agile vs. Lean UX o A New UX Centered Design and Development Process based on Iterative Workflow <p>3. Week:</p> <p>Universal Usability: Key Concepts, Guidelines, Standarts</p> <ul style="list-style-type: none"> ! Web for All? <ul style="list-style-type: none"> o User Diversity o Technological Diversity

	<ul style="list-style-type: none"> Strategies for Universal Usability o Web Accessibility and Assistive Technologies o Universal Design <p>4. Week:</p> <p>Culturalization and “Global Digital Media”</p> <ul style="list-style-type: none"> Internationalization Localization Parameters to design “Global Digital Media” Case Studies <p>5. Week:</p> <p>Investigating User Interface Design through Usability: Patterns and Guidelines</p> <ul style="list-style-type: none"> Information Architecture o Organizing Information o Presenting the Information Architecture o Search Engine Optimization (SEO) <p>Studio Session: UI Analysis</p> <p>6. Week:</p> <p>Investigating User Interface Design through Usability: Patterns and Guidelines</p> <ul style="list-style-type: none"> Page Structure and Design for Desktop Environments <p>Studio Session: UI Analysis</p> <p>7. Week:</p> <p>Investigating User Interface Design through Usability: Patterns and Guidelines</p> <ul style="list-style-type: none"> Page Structure and Design for Mobile Environments <p>Studio Session: UI Analysis</p> <p>8. Week:</p> <p>Investigating User Interface Design through Usability: Patterns and Guidelines</p> <ul style="list-style-type: none"> Use of Typography, Graphics and Multimedia in UI Design <p>Studio Session: UI Analysis</p> <p>9. Week:</p> <p>Investigating User Interface Design through Usability: Patterns and Guidelines</p> <ul style="list-style-type: none"> Form Design <p>Studio Session: UI Analysis</p> <p>10. – 14. Week: Presentation of the Case Analysis</p>
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8 User Research

8.1 Methodology

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Theory Topics

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4	Culturalization and “Global Digital Media”
5	Investigating User Interface Design through Usability: Patterns and Guidelines _ Information Architecture
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