Contenus

Code du Cours	Nom du Cours	Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
SİY 671	Gestion de communication stratégique sur le web	2	2	0	0	2	4

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Obligatoire
Niveau du Cours	Master
Objectif du Cours	Dans ce cours, il est visé à fournir les étudiants la capacité d'évaluer des médias interactifs divers aux niveaux de contenu et de forme. Premièrement, le cours inclut une analyse détaillée des phénomènes d'Internet et de Web basée sur l'historicisation et les projections de futur. Cette évolution, qui présente une diversité aux niveaux d'utilisateur et des médias, sera étudiée par une conceptualisation sur les environnements interactifs très connus. Partant d'une analyse de l'histoire de « l'interaction homme-ordinateur », des concepts « d'interface graphique d'utilisateur » et « d'utilisabilité» seront explorés par des études récentes. Dans ce contexte, des principes et les procédures de design d'interface seront présentés en se concentrant sur des exemples des médias divers tels que des sites Web, des portails, des interfaces mobiles, d'IPTV, etc. À la fin du semestre, les étudiants seront exigés pour évaluer quelques médias interactifs et pour fournir des suggestions pour des révisions si nécessaires.
Contenus	1er cours Introduction. Concepts, Technologies, Applications. 2eme cours: Evolution des phénomènes d'Internet et de Web D'ARPANET au Web 2.0 : Concepts et applications Une évaluation critique de paradigme du Web 2.0: Une nouvelle architecture de l'information contre l'architecture de l'exploitation "Wisdom of the Crowds" contre l'hégémonie de l'amateurisme Communication de communauté contre la violation de la confiance et de l'intimité Projections de Futur: Web 3.0, Web Sémantique, "User-Generated Content". 3eme cours: « User-Centered Design » : Design d'interface et l'Utilisabilité -Développement historique «d'interface graphique d'utilisateur » -Approche d'utilisabilité: But, paramètres et techniques d'évaluation 4eme cours: Utilisabilité Universelle "Web pour Tous" Diversité d'Utilisateur: Utilisateurs de différentes cultures, enfants, utilisateurs handicapés, etc. Diversité de technologie Stratégies pour l'utilisabilité universelle : Technologies Assistive, « Multi-Layered User Interface Design », Design Universel. Directives pour concevoir des interfaces d'utilisateur pour les groupes d'utilisateurs divers 5eme cours: "Culturalisation" et les Sites Web Globaux Design de Web qui soutient des utilisateurs de différentes cultures : Problèmes et directives. 6eme cours: Processus de développement des medias interactifs Planification et gestion du processus Structures des équipes, charte de projet 7eme cours: Architecture d'Information Organisation et présentation de l'information dans des médias interactifs

	Structure de site web Optimisation de « Moteur de Recherche ». 8eme cours : Structure et Design de Page dans des médias interactifs - Éléments de page: « Header », « Footer », « Content Area » - Taille de page et navigation - Éléments et design de « page d'accueil » 9eme cours: Typographie dans des médias interactifs Texte in Web Lisibilité « Typefaces » Accent Typographie and Graphiques Style éditorial 10eme cours: Liens, Formes et Applications 11eme cours: Graphiques dans des médias interactifs - Caractéristiques des graphiques de Web - Formats de fichiers graphiques - Théorie de couleur et l'utilisation de couleur dans des médias interactifs 12eme cours: Multimédia dans des médias interactifs Audio and Vidéo dans des médias interactifs Préparant et présentant des multimédia : Formats, etc. 13eme cours: Présentations des étudiants 14eme cours: Présentations des étudiants
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Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
1	Discussion
2	Discussion
3	Cas d'Etude
4	Cas d'Etude
5	Cas d'Etude
6	Cas d'Etude
7	Cas d'Etude
8	Cas d'Etude
9	Cas d'Etude
10	Cas d'Etude
11	Cas d'Etude
12	Cas d'Etude