

Contenus

Nom du Cours		Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
CO-E 682	Digital Media Management	2	3	0	0	3	6

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Obligatoire
Niveau du Cours	Master
Objectif du Cours	L'Administration de design interactif et l'utilisabilité de Web sont les phénomènes populaires dans le processus de communication de marketing. Elle peut être définie comme facilité d'utilisation et d'appréhension, efficacité, et tolérabilité d'erreur d'un site Web et peut être mesurée en se rapportant à ces paramètres. De nos jours, la plupart des sites Web professionnels sont évaluées avant le lancement par des tests d'utilisabilité réalisés avec des utilisateurs et les résultats sont employés pour que des révisions améliorent l'expérience d'utilisateur. Les études récentes exposent que les tests d'utilisabilité peuvent fournir jusqu'à 200 % de la conversion (ROI). Dans ce cours, premièrement les aspects divers du phénomène de Web seront discutés complètement. L'approche d'utilisabilité de Web sera étudiée par des études de cas récentes. Les participants apprendront à analyser et créer les sites Web par les paradigmes et les techniques de l'utilisabilité de Web.

Contenus	1. Cours: Introduction. Concepts, Technologies, Applications. 2. 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 3. 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 4. Cours: "Culturalisation" et les Sites Web Globaux -Design de Web qui soutient des utilisateurs de différentes cultures : Problèmes et directives. 5. Cours: Architecture d'Information - Organisation et présentation de l'information dans des médias interactifs - Structure de site web - Optimisation de « Moteur de Recherche ». 6. Cours: Structure et Design de Page dans des médias interactifs _ « Desktop » - Éléments de page: « Header », « Footer », « Content Area » - Taille de page et navigation - Éléments et design de « page d'accueil » 7. Cours: Structure et Design de Page dans des médias interactifs _ « Mobile » - Éléments de page: « Header », « Footer », « Content Area » - Taille de page et navigation - Éléments et design de « page d'accueil » 8. Cours: Typographie dans des médias interactifs - Texte in Web - Lisibilité - « Typefaces » - Accent - Typographie and Graphiques - Style éditorial 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 Multimédia dans des médias interactifs - Audio and Vidéo dans des médias interactifs - Préparant et présentant des multimédia : Formats, etc. 9. Cours: Design de Form 10. – 14. Cours: Présentations des analyses des cases d'études
Ressources	1 Key Concepts

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8 User Research

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Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
1	Introduction.
2	« User-Centered Design » : Design d'interface et l'Utilisabilité
3	Utilisabilité Universelle "Web pour Tous"
4	"Culturalisation" et les Sites Web Globaux
5	Architecture d'Information
6	Structure et Design de Page dans des médias interactifs _ « Desktop »
7	Structure et Design de Page dans des médias interactifs _ « Mobile »
8	Typographie, Graphiques, Multimédia dans des médias interactifs
9	Design de Form