

Ders Kodu	Dersin Adı	Yarıyıl	Teori	Uygulama	Lab	Kredisi	AKTS
SİY 671	Stratejik İletişim Yönetiminde Web 2	2	0	0	2	4	

Ön Koşul

Derse Kabul Koşulları

Dersin Dili Türkçe

Türü Zorunlu

Dersin Düzeyi Yüksek Lisans

Dersin Amacı

Bu ders kapsamında öğrencilerin, stratejik iletişim yönetimi bağlamında büyük bir çeşitlilik gösteren etkileşimli medya ortamlarına yönelik hem biçim hem de içerik düzeyinde analitik değerlendirme becerilerinin geliştirilmesi hedeflenmektedir. Ders kapsamında öncelikle internet ve web fenomenleri tarihselleştirme ve geleceğe yönelik öngörüler üzerinden detaylı olarak irdelenecektir. Hem kullanıcı hem de etkileşimli ortam düzeyinde büyük bir çeşitliliği beraberinde getiren söz konusu evrim, mevcut uygulamalar üzerinden yapılacak kavramsallaştırma eşliğinde ele alınacaktır. Bunu takiben "kullanıcı-bilgisayar etkileşimi"nin tarihçesi eşliğinde "grafik arayüzü" kavramı ve "kullanılabilirlik" kavramı, alandaki önemli ve güncel araştırmaların bulguları ve vaka analizleri üzerinden irdelenecektir. Bu bağlamda kullanıcılar ve etkileşimli medya ortamları arasında kurulacak olan kullanıcı deneyimini desteklemek ve geliştirmek için çeşitli arayüz tasarım kriterleri ve süreçleri, web sitesi, portal, mobil arayüz, etkileşimli televizyon, vb. gibi farklı etkileşimli medya ortamları üzerinden sunulacaktır. Dönem sonunda öğrencilerden, seçtikleri popüler etkileşimli medya ortamlarını oylumlu olarak analiz etmeleri ve gerekiyorsa revizyon önerileri sunmaları talep edilecektir.

1.Hafta:

Giriş. Temel Kavramlar, Teknolojiler ve Uygulamalar.

2.Hafta:

İnternet ve Web Fenomenlerinin Evrimi

3.Hafta:

Kullanıcı Merkezli Tasarım: Arayüz Tasarımı ve Kullanılabilirlik

"Grafik Kullanıcı Arayüzü"nü tarihsel gelişimi

Kullanılabilirlik Yaklaşımı: Amaç, Kullanılan Parametreler ve Ölçme Teknikleri

4.Hafta:

Evrensel Kullanılabilirlik "Herkes için Web"

-Kullanıcı Çeşitliliği: Farklı kültürlerden kullanıcılar, çocuk, yaşlı, özürli, vb. kullanıcılar

- Teknoloji Çeşitliliği

-Evrensel Kullanılabilirlik için Stratejiler: Destek Teknolojileri, Çok-Katmanlı Arayüz Tasarımı, Evrensel Tasarım

- Farklı Kullanıcı Grupları için Arayüz Tasarım Kriterleri

5.Hafta:

"Kültürelleştirme" ve Küresel Web Siteleri

-Farklı kültürlerden gelen kullanıcıların ihtiyaçlarına yönelik web tasarımı: Sorunlar, çözüm önerileri

6.Hafta:

Etkileşim Ortam Geliştirme Süreci

Sürecin tasarlanması ve yönetimi

Ekiplerin yapısı, dağılımı, iş bölümü

7.Hafta:

Bilgi Mimarisi

Bilginin etkileşimli ortamlar için düzenlenmesi ve sunumu

Site yapısı

Arama Motoru Optimizasyonu

İçerik

8.Hafta:

Etkileşimli Ortamlarda Sayfa Yapısı ve Tasarımı

- Sayfa Bileşenleri: Header, Footer, Content Area

- Sayfa Ölçüleri ve Dolaşım

- Ana sayfa Bileşenleri ve Tasarımı

9.Hafta:

Etkileşimli Ortamlarda Tipografi

Web'de Metin

Okunabilirlik
Yazı Karakterleri
Vurgu
Tipografi ve grafik
Editoryal Yaklaşım

10.Hafta:
Form Tasarım

11.Hafta:
Etkileşimli Ortamlarda Görsel Malzemenin Kullanımı
Web görsellerinin özellikleri
Grafik dosya formatları
Renk Teorisi ve Etkileşimli Ortamlarda Renk Kullanımı

12.Hafta:
Etkileşimli Ortamlarda Çoklu-Ortam İçeriğinin Kullanımı
Görsel ve İşitsel Malzemeler: Ses, video, animasyon, vs.
Çoklu-ortam içeriğinin hazırlanması ve sunulması: Formatlar, oynaticılar, vs...

13.Hafta:
Öğrenci Sunumları

14.Hafta:
Öğrenci Sunumları
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