İçerik

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 geliştirmesi 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.
İçerik	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”nün tarihsel gelişimi Kullanılabilirlik Yaklaşımı: Amaç, Kullanılan Parametreler ve Ölçme Teknikleri 4.Hafta: Evrensel Kullanılabilirlik “Herkes için Web” -Kullanıcı Çeşitliliği: Farklı kültürlerden kullanıcılar, çocuk, yaşlı, özürlü, 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 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 Tasarımı 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, oynatıcılar, vs... 13.Hafta: Öğrenci Sunumları 14.Hafta: Öğrenci Sunumları
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