

İçerik

Ders Kodu	Dersin Adı	Yarıyıl	Teori	Uygulama	Lab	Kredisi	AKTS
CO-E 682	Dijital Medya Yönetimi	1	3	0	0	3	6

Ön Koşul	
Derse Kabul Koşulları	

Dersin Dili	Türkçe
Türü	Zorunlu
Dersin Düzeyi	Yüksek Lisans
Dersin Amacı	Özellikle sayısal ortamlar üzerinden yürütülen pazarlama iletişimi yönetimi süreçlerinde öne çıkan bir unsur olan kullanıcı deneyimi ve kullanılabilirlik , ister bir web sitesi olsun, ister bir mobil site veya uygulama olsun herhangi bir dijital mecranın hedef kitle tarafından etkili, verimli ve memnuniyet sağlayacak şekilde kullanılabilmesi ve bu deneyimin bahsi geçen parametreler üzerinden ölçülebilmesidir. Son dönemde yapılan araştırmalar, web sitelerinde kullanılabilirliği arttırmaya ve kullanıcı deneyimini desteklemeye yönelik iyileştirmelerin, mevcut trafiği arttırmaya yönelik çabalara kıyasla ROI bağlamında çok yüksek oranda bir dönüşüm sağladığını ortaya koymuştur. Bu anlamda özellikle dijital medya profesyonellerinin kullanılabilirlik paradigması ve bu bağlamda etkileşimli medya tasarımı hakkında bilgi sahibi olmaları, söz konusu süreçlerin etkili olarak yönetilmesi ve değerli katkılar sunması açısından önem taşımaktadır. Bu bağlamda bu dersin amacı katılımcılara söz konusu kavramlar hakkında güçlü bir farkındalık sağlamak ve hem masaüstü hem de mobil ortamda sunulan etkileşimli arayüzlere yönelik uygulamalı olarak analiz bilgi ve becerisi kazandırmaktır.
İçerik	1. Hafta: Giriş Dersi 2. Hafta: Anahtar Kavramlar - İ İnsan-bilgisayar etkileşimi (Human-Computer Interaction (HCI)) - İ Grafik kullanıcı arayüzü (Graphical User Interface (GUI)) - İ Kullanılabilirlik - o Kullanılabilirlik neden önemlidir? - o E-ticaret dünyasına kullanılabilirlik perspektifiyle genel bir bakış - o Kullanılabilirlik nasıl ölçülür? - İ Kullanıcı deneyimi - o Bir fenomen olarak kullanıcı deneyimi ? Kullanıcı Çeşitliliği vs. Teknoloji Çeşitliliği ? Yeni çok ekranlı-dünyada kullanıcı deneyimi ? İyi kullanıcı deneyimi: Context/Convenience vs. Taste/Appeal - o Kurumsal organizasyon içinde kullanıcı deneyimi ? Organizasyonel zorluklar ? Organazasyonel hedefler - o Bir meslek olarak kullanıcı deneyimi ? Yeni Roller ve Sorumluluklar - İ Bir süreç olarak “Etkileşim Tasarımı” - o Süreçlerin Evrimi: Waterfall vs. Agile vs. Lean UX - o “Kullanıcı Deneyimi Merkezli yeni bir bakış”: Etkileşim Tasarımında Süreç ve Yinelemeli İş Akışı 3. Hafta: Evrensel Kullanılabilirlik: İlgili Kavramlar, Rehber Kurallar, Standartlar - İ Herkes için Web ne kadar mümkün? - o Kullanıcı Çeşitliliği - o Teknolojik Çeşitlilik

- | Evrensel Kullanılabilirlik Stratejileri
- o Destek Teknolojiler
- o Evrensel Tasarım
- o Farklı Kullanıcı Grupları için Evrensel Kullanılabilirlik Stratejileri

4. Hafta:

Kültürelleştirme ve “Küresel Mecralar”

- | Uluslararasılaştırma
- | Yerelleştirme
- | “Küresel Mecralar” Tasarlamak için Parametreler
- | Örnek Vaka Çalışmaları

5. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

- | Bilgi Mimarisi
- o Bilgiyi düzenlemek
- o Bilgi Mimarisinin Sunumu
- o Arama Motoru Optimizasyonu

Egzersiz: Analiz Atölyesi

6. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

- | Masaüstü Arayüzlerde Sayfa Yapısı ve Tasarımı

Egzersiz: Arayüz Analiz Atölyesi

7. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

- | Mobil Arayüzlerde Sayfa Yapısı ve Tasarımı

Egzersiz: Arayüz Analiz Atölyesi

8. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

- | Arayüzde Tasarımda Tipografi ve Görsel Malzeme Kullanımı

Egzersiz: Arayüz Analiz Atölyesi

9. Hafta:

Kullanılabilirlik Perspektifinde Arayüz Tasarımını Okumak: Patterns and Guidelines

- | Form Tasarımı

? Egzersiz: Arayüz Analiz Atölyesi

10. – 14. Hafta: Vaka Analiz Sunumları

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