Course Syllabus

Code - Course Title	**STV321 - Principles of Digital Content Creation**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	

Mode of Delivery	face to face
Prerequisites	There are no prerequisites or co-conditions for this course.
Courses Recomended	There is no recommended optional programme component.
Recommended Resources	Bates T (2016) Teaching in a Digital Age. Vancouver, BC: University of British Columbia.Chakrabarti, N. B., & Datta, A. K. (2007). An Introduction to The Principles of Digital Communication. New Age International.Givone, D. D. (2003). Digital principles and Design. Palgrave Macmillan.Ulrich K (2012) Flash Professional CS6: Visual QuickStart Guide. Peachpit Press.Norman D (2004) Emotional Design. New York, NY: Basic Books.Prensky M (2001) Digital natives, digital immigrants part 1. On the Horizon 9: 1–6.Plaisance, P. L. (2013). Media ethics: Key principles for responsible practice. Sage Publications.Parekh, R. (2006). Principles of multimedia (p. 727). Tata McGraw-Hill.Reyna J (2013) The importance of visual design and aesthetics in e-learning. Training & Development 40: 28.Williams R (2014) The Non-designer's Design Book: Design and Topographic Principles for the Visual Novice. Berkeley, CA: Pearson Education.
Work Placement	-

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introducing the course content	
Week - 2		Digital Culture	
Week - 3		Narrative in Digital Media	
Week - 4		Interactive Scenario and Design Processes	
Week - 5		Stream Media and its economics	
Week - 6		Watching and listening practices in digital media	
Week - 7		Midterm exam	
Week - 8		Content design principles for multimedia	
Week - 9		Accessibility and inclusivity	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Intertextuality and intermediality	
Week - 11		Project presentation	
Week - 12		Project presentation	
Week - 13		Digital platforms and algorithm	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	The students who successfully pass the course: - will gain a conceptual perspective on digital culture
2	Will have an idea about the viewing and listening practices transformed by digital media.
3	will have an idea about the economy and operating logic of digital media.
4	will learn the basic principles that should be taken into consideration in content production according to user expectations and profiles.
5	will learn the concepts of accessibility and inclusivity in the context of digital content creation.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.