

## BİL126 - DIGITAL CONTENT PRODUCTION - Meslek Yüksekokulu - Bilgisayar Teknolojileri Bölümü

## General Info

## Objectives of the Course

The aim of this course is to equip students with the fundamental knowledge and skills in digital content creation, as well as the ability to design interactive content that increases user engagement. Students will develop the competence to create digital strategies appropriate for their target audience, effectively use interactive tools, and produce content within ethical guidelines.

## Course Contents

This course covers the following topics: digital and interactive content concepts, target audience analysis and strategic content planning, text and visual-based interaction methods, quiz, survey and form-based content, interactive video production, gamification techniques, mobile and social media content design, simple interactive components with HTML/CSS, AI-powered content creation, performance analysis, and ethical principles.

## Recommended or Required Reading

<https://h5p.org/> Articulate 360 ile Dijital İçerik Geliştirme, M. Hanifi Aslan

## Planned Learning Activities and Teaching Methods

Lecture, Question and Answer, Practice, Problem Solving

## Recommended Optional Programme Components

-The lesson should be actively followed and notes should be taken. -Regular practice is necessary. -Small-scale projects should be developed to start with.

## Instructor's Assistants

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## Presentation Of Course

The course will be given in the computer laboratory in the form of topic explanation, example solutions and application development.

## Dersi Veren Öğretim Elemanları

Inst. Kadir Aba

## Program Outcomes

1. By distinguishing between different types of digital and interactive content, you can create a content strategy.
2. They can produce digital content that is relevant to the target audience and increases user engagement.
3. They can effectively use interactive content creation tools.
4. By analyzing the performance of the content they create, they can ensure compliance with copyright and ethical guidelines.

## Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Introduction to the Concepts of Digital Content and Interactive Content	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Introduction to the Concepts of Digital Content and Interactive Content	Introduction to the Concepts of Digital Content and Interactive Content
2	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Audience Analysis and Content Strategy Development	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Audience Analysis and Content Strategy Development	Audience Analysis and Content Strategy Development
3	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Text and Image-Based Interaction Techniques	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Text and Image-Based Interaction Techniques	Text and Image-Based Interaction Techniques
4	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Working with Different Content Types	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Working with Different Content Types	Working with Different Content Types
5	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Content Creation Tools	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Content Creation Tools	Content Creation Tools

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
6	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Interactive Video Production: Planning and Implementation	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Interactive Video Production: Planning and Implementation	Interactive Video Production: Planning and Implementation
7	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Working with Media Files	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Working with Media Files	Working with Media Files
8		Midterm Exam		Midterm Exam	Midterm Exam
9	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Animation	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Animation	Animation
10	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Designing Simple Interactive Components with HTML/CSS	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Designing Simple Interactive Components with HTML/CSS	Designing Simple Interactive Components with HTML/CSS
11	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Creating Interactive Content	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Creating Interactive Content	Creating Interactive Content
12	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Working with Conditions and Variables	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Working with Conditions and Variables	Working with Conditions and Variables
13	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Methods for Creating Quizzes, Surveys, and Forms	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Methods for Creating Quizzes, Surveys, and Forms	Methods for Creating Quizzes, Surveys, and Forms
14	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Methods for Creating Quizzes, Surveys, and Forms	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Methods for Creating Quizzes, Surveys, and Forms	Methods for Creating Quizzes, Surveys, and Forms
15	Resources: The topic of the week from the resources uploaded to the system -> The topic of the week from the suggested resources	Publication of content	Lecture Method, Demonstration Method, Discussion Method, Problem Solving Method, Individual Study Method, Question and Answer, Observation	Publication of content	Publication of content

#### Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	2,00
Vize	1	1,00
Final	1	1,00
Ara Sınav Hazırlık	7	1,00
Final Sınavı Hazırlık	14	1,00
Ders Öncesi Bireysel Çalışma	1	13,00
Ders Sonrası Bireysel Çalışma	13	2,00

#### Assesments

Activities	Weight (%)
Ara Sınav (Bütünlemede Kullanılan)	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	5		5		5										
L.O. 2	5		5	5	5		5								
L.O. 3			5	5								5			
L.O. 4					5	5			5						

Table :

- P.O. 1 :** Mesleği ile ilgili temel, güncel ve uygulamalı bilgilere sahip olur
- P.O. 2 :** İş sağlığı ve güvenliği, çevre bilinci ve kalite süreçleri hakkında bilgi sahibi olur
- P.O. 3 :** Mesleği için güncel gelişmeleri ve uygulamaları takip eder, etkin şekilde kullanır
- P.O. 4 :** Mesleği ile ilgili bilişim teknolojilerini (yazılım, program, animasyon vb.) etkin kullanır
- P.O. 5 :** Mesleki problemleri ve konuları bağımsız olarak analitik ve eleştirel bir yaklaşımla değerlendirme ve çözüm önerisini sunabilme becerisine sahiptir
- P.O. 6 :** Bilgi ve beceriler düzeyinde düşüncelerini yazılı ve sözlü iletişim yolu ile etkin biçimde sunabilir, anlaşılır biçimde ifade eder
- P.O. 7 :** Alanı ile ilgili uygulamalarda karşılaşılan ve öngörülemeyen karmaşık sorunları çözmek için ekip üyesi olarak sorumluluk alır
- P.O. 8 :** Kariyer yönetimi ve yaşam boyu öğrenme konularında farkındalığa sahiptir
- P.O. 9 :** Alanı ile ilgili verilerin toplanması, uygulanması ve sonuçlarının duyurulması aşamalarında toplumsal, bilimsel, kültürel ve etik değerlere sahiptir
- P.O. 10 :** Bir yabancı dili kullanarak alanındaki bilgileri takip eder ve meslektaşları ile iletişim kurar
- P.O. 11 :** Algoritma ve veri yapılarını oluşturur ve matematiksel hesapları yapar
- P.O. 12 :** Web programlama teknolojilerini açıklar ve uygular
- P.O. 13 :** Veri tabanı tasarımı ve yönetimini gerçekleştirir
- P.O. 14 :** Yazılımları test eder ve hataları giderir
- P.O. 15 :** Türkiye Cumhuriyeti tarihi ve Atatürk İlkeleri ve İnkılapları hakkında bilgi sahibi olur
- L.O. 1 :** Dijital ve etkileşimli içerik türlerini ayırt ederek içerik stratejisi oluşturabilir
- L.O. 2 :** Hedef kitleye uygun, kullanıcı etkileşimini artıran dijital içerikler üretebilir
- L.O. 3 :** Etkileşimli içerik oluşturma araçlarını etkin biçimde kullanabilir
- L.O. 4 :** Hazırladığı içeriklerin performansını analiz ederek telif ve etik kurallara uygunluk sağlayabilir