

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Game and Web Technologies	GAME 319	Fall 2025 - 2026	Theory 2	Practice 2	3	6
Course type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	YES	-	-	-	-	
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/Doctoral (Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor(s)	Danish Craig	E-mail : danish.craig@arucad.edu.tr Office: TI Off 7	
Course Objectives	The goal of this course is to teach students how to design and build their own websites using the necessary software, as well as how to use current web design platforms and content management systems like WordPress, Wix, and Squarespace, to create online visibility. Furthermore, students will learn about the place of IoT devices and similar current devices on the web and how they can be used.		
Course Learning Outcomes	Students will be able to:	Teaching Methods	Evaluation Methods
	Develop an understanding of Web content can define Web and IoT Devices and explain how they can be used in new media.	In-Class Learning	Midterm Project: Web Design
	Plan web page designs, collect the content, and	Project Based Learning	Midterm Project: Web Design

	implement it as a new web page.		
	Establish control and the operation of a website, analyse technical problems that need correction or development, and discuss what needs to be done, all through their projects and with the technical knowledge they have learned.	Design Focused Application	Midterm Project: Web Design
	Integrate the knowledge of both IoT and Web design and incorporate it into a digital web page	Project Based Learning	Midterm Project: Web Design
	Produce a fully functional website that can exist online with the skills and knowledge obtained within the course.	Design Focused Application	Final Project: Page work report, Web Design and SEO development, and Project report

Course Content	Web design is a common design field in social media and professional internet advertising. It provides a strengthening experience in digital media with a technical understanding of the fundamental principles of design. The aim of this course is to teach students how to design and create their own websites with the necessary software, how to use current web design platforms such as WordPress, Wix, and Squarespace, and to create online visibility. ● Basic principles of planning and creating websites ● Design and development of web pages and web applications ● Basic design and implementation of websites ● Overview of digital content management systems ● Blog and website management using online platforms
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COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (Theory/P ractice)	Required Reading, Preliminary preparation
1	Introduction and overview of the course.	T	
2	Introduction to the Web & Internet Basics.	T	No required reading
3	An introduction to programmable CMS platforms, an overview of some of the different tools and methods today's web publishers use to create highly tailored dynamic web content	T/P	No required reading
4	Using Wix to create a basic website with available tools and options integrated into the content management platform.	T/P	Wix Online Documentation https://dev.wix.com/docs/
5	Using Squarespace to create a basic website with available tools and options integrated into the content management platform.	T/P	Squarespace Online Documentation https://developers.squarespace.com/
6	Introduction to WordPress by learning how the installation and deployment process works and exploring the admin interface	T/P	Williams B., Damstra D. & Stern H. (2015). <i>Professional WordPress</i> . Indianapolis, Indiana: John Wiley & Sons. Library Catalogue No: TK5105.88.W66 .W55 2015
7	Creating content and creating menus, pages, and blog posts using the WordPress admin interface. Customize content, add video images, tags, and format created content using integrated tools. MID-TERM SUBMISSION	T/P	Williams B., Damstra D. & Stern H. (2015). <i>Professional WordPress</i> . Indianapolis, Indiana: John Wiley & Sons. Library Catalogue No: TK5105.88.W66 .W55 2015
8	Expanding WordPress usability by exploring the use of plugins and modules.	T/P	Williams B., Damstra D. & Stern H. (2015). <i>Professional WordPress</i> . Indianapolis, Indiana: John Wiley & Sons. Library Catalogue No: TK5105.88.W66 .W55 2015

9	Installing and activating WordPress templates using the integrated themes panel, as well as installing from external sources.	T/P	Williams B., Damstra D. & Stern H. (2015). <i>Professional WordPress</i> . Indianapolis, Indiana: John Wiley & Sons. Library Catalogue No: TK5105.88.W66 .W55 2015
10	Script templates to tailor the needs of the website using basic CSS and HTML programming.	T/P	Robbins NJ. (2018). <i>Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics</i> . Sebastopol, CA: O'Reilly Media. Library Catalogue No: REF TK5105.888. N489
11	Set user management and permissions to secure content based on login data.	T/P	Robbins NJ. (2018). <i>Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics</i> . Sebastopol, CA: O'Reilly Media. Library Catalogue No: REF TK5105.888. N489
12	IoT (Internet of Things) and Its Connection to the Web: • What is IoT and how does it work with the web? • Common IoT applications (Smart home, wearable devices, automation)	T/P	No required reading
13	Website Optimization & Performance: • SEO (Search Engine Optimization) basics • Web performance and caching	T/P	No required reading
14	Final Project Planning: • Students develop ideas for their final projects • Instructor feedback and edits	P	Practical work under the guidance of an instructor
15	FINAL SUBMISSION		

Required Course Materials / Readings / Books	Williams B., Damstra D. & Stern H. (2015). <i>Professional WordPress</i> . Indianapolis, Indiana: John Wiley & Sons. Library Catalogue No: TK5105.88. W66. W55 2015 Robbins NJ. (2018). <i>Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics</i> . Sebastopol, CA: O'Reilly Media. Library Catalogue No: REF TK5105.888. N489
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Recommended Course Materials/Readings/Books	Duin A. H., Pedersen I. (2023). <i>Augmentation technologies and artificial intelligence in technical communication</i> . New York: Routledge, Taylor & Francis Group. Library Catalogue No: T10.5. D85 2023	
ASSESSMENT		
Learning Activities	NUMBER	WEIGHT IN %
Mid-Term	1	40
Quiz	*	*
Assignments	*	*
Project	*	*
Field Study	*	*
Presentation/Seminar	*	*
Studio Practice	*	*
Other	*	*
Discussion	*	*
Final Project	1	60
Total		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories.	✓				
2	Knows the basic concepts and terminology related to the field of game design.				✓	
3	Has knowledge about the history of computer and video games and developments in this field.					✓
4	Knows game design processes and related applications.					✓

5	Has the ability to utilize various disciplines such as communication, art, music, psychology, mythology, cinema, etc. in the game design process.			✓	
6	Has the ability to analyze analog and digital game genres.				✓
7	Has the ability to use contemporary game engines and problem solving skills.			✓	
8	Has the knowledge of questioning the game designs with an analytic and critical perspective.			✓	
9	Has knowledge about media literacy.	✓			
10	Has the competence to prepare projects based on ethical principles in game development processes.			✓	
11	Has the competence to evaluate games as an art form.			✓	
12	Has the competence to use game design concepts and methods in related fields such as design, software development and media.				✓
13	Has the competence to take part and responsibility in game development teams.				✓
14	Has the competence to collect, analyze and interpret analytical data about games and players.			✓	
15	Has the competence to develop and present a digital game project by using game design practices effectively.				✓
16	Evaluates artificial intelligence applications in their studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.		✓		

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15	-	4	60
Preliminary Preparation and Self-Study	15	-	2	30
Mid-Term	1	-	20	20
Quiz	-	-	-	-
Assignment	-	-	-	-
Project	-	-	-	-

Field Study	-	-	-	-
Presentation / Seminar	-	-	-	-
Studio Practice	-	-	-	-
Final Examination / Final Project / Dissertation	1	-	20	20
Other	-	-	-	-
TOTAL WORKLOAD				130
TOTAL WORKLOAD / 25				5.2
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word.

The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	
	SDG 5: Gender Equality	
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	X
	SDG 9: Industry, Innovation and Infrastructure	X
	SDG 10: Reduced Inequalities	

	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	

ASSESSMENT DETAILS AND EVALUATION CRITERIA

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn the theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement.

70% of attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

Please be aware that the class uses teams. Thus, submissions have to be made Printed and Digitally.

PREPARED BY	Danish Craig
UPDATED	01/10/2025
APPROVED	Assist. Prof. Dr.Yunus Luckinger