Syllabus

THE INTERNET TOOLBOX: HANDS ON - 50297

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<u>*HU Credits:*</u> *2*

<u>*Responsible Department:*</u> *communication & journalism*

<u>*Academic year:*</u> *0*

<u>*Semester:*</u> *2nd Semester*

<u>*Teaching Languages:*</u> *Hebrew*

<u>*Campus:*</u> *Mt. Scopus*

<u>*Course/Module Coordinator:*</u> *Mr. Ariel Weiss*

<u>*Coordinator Email:*</u> [*mailto:arielzweiss@gmail.com*](mailto:arielzweiss@gmail.com)

<u>*Coordinator Office Hours:*</u> *Ping me*

<u>*Teaching Staff:*</u>
Mr. Ariel Weiss

<u>*Course/Module description:*</u>
The decentralization nature of the net have created a series of tools and.

Familiarity with these tools is essential for dealing with the online field. In this course we will learn these tools and will experience them. We shall, among other things, opene a blog (and examine what are blogs for content institutionalized), we will try our strength in writing to the Internet and for search engines; discover why and how people buy and sell virtual goods and especially focus on UI and UX: understand how designers and applications exploit the way we think and see to make us click (hint, beauty does not play a role).

Course/Module aims:
  Gain experience in the common tools of the field.
Learn about the economic models underlying the Internet economy and their implications on content and product.
Understand the changes occurring on ways of consuming and creating media.
Research and experiment with existing data collection tools
Recognize and understand the logic behind the main content projects working in new media.
Practice user experience

Learning outcomes - On successful completion of this module, students should be able to:
  At the end of the workshop, students could analyze UI and UX of websites in relation to economic and product constraints.

Attendance requirements(%):
  According to the department requirements (20% of absence for justified reasons)

Teaching arrangement and method of instruction: Every student in the course will open blog. Each week the student shall publish a post (at least 300 words) containing a discussion on one of the subjects discussed in the classroom. Posts, for instance may discuss an experience that accompanied the relevant subject , ideas that have emerged, and/or offer an analysis of the reading materials. Every two weeks the post shall be longer and contain discussion of two online sources that were not discussed in class. The purpose of the blog is to encourage discovery and self-learning so intelligent blog and comments of students on their friends posts will be calculated in the scoring.
Each week we will discuss a topic relevant reading materials. At the same time, we will experience the Internet tools relevant to the issues. In addition we will discuss at the beginning of the lessons of the Post published.

Course/Module Content:

Structure and Agenda:
In each class will shall discuss a different domain relevant for Digital mangers. The students will experience in one or more of the professional tools and concepts related to the subject they discussed. For matters of clarity, the agenda includes the topic to be discussed and the names of the tools from "toolbox" we shall experience..
1. Introduction - Who is the audience? What are those tools we are speaking on? What to expect from the workshop.
"Toolbox" : How to open a blog , "Digital natives".
2. Basic Concepts: How does the Internet works.
" Toolbox" : HTTP, feeds,, website, HTML.
3. Google: All information in one place? How does Google works and what it does ,
" Toolbox " : ADWORDS Google Insight for Search Trends " cookies ."
4. Big Data
" Toolbox " , BI, SQL, Mongo DB
5. The new web : Facebook Twitter
" Toolbox" : open social API, "like", community page.
6. Banners and e-commerce gambling virtual Goods: What are we willing to pay for online and how to market it?
"Toolbox": Amazon ITUNES , WOW , Badu , Forex Gaming Poker , toolbar, Bundle, campaigns
7. User experience: how do we decide that a site is good? What is the flow of work on a site or product? How we define requirements
"Toolbox": MRD, PRD, PERSSONA
8. User Experience and the psychology behind it
"Toolbox": User cases , HCI, Usability standards
9. Psychology - Part 2
"Toolbox": Fitz and Miller law, A / B Testing, Landing Pages
10. Expert opinion- how to put all the things in one place.
"Toolbox": sketching, Mock, Grid
11. Mobile: How mobile apps are designed
"Toolbox: User Scenarios, Branding
12. Mobile Design class
13. The Future:
Toolbox: Local - Social Mobile. Self-branding, wearable computing, the internet of everything

<u>Required Reading:</u>
 Reading -
All sources will be online resources. Final list will be published prior to the beginning of the semester

 <u>Additional Reading Material:</u>

Grading Scheme:

Additional information: