ErasmusWorld
by Ceylan ALP

Contact:

ceylanalp@su.sabanciuniv.edu
ceylanalp@gmail.com
T.: +90 0535 732 72 73

Contents

Project Definition

ErasmusWorld is a international social network for erasmus students that aims to create an interactive environment where students can share their experiences and memories.

Conceptual Description

The main concept of ErasmusWorld is based on video and photography sharing. Every user has an account to log in and they have a profile page to share their videos, photos and events about the countries they are staying for a temporary time. The main goal of this project is to create an interactive environment where students can help each other discover by sharing the places which they liked most in their common countries. This project will provide an opportunity for students to get to know different places in a short period of time. Because one the most valuable things when you go to erasmus is ''time'' and it must be used in a best way to get advantage of the city.

Goals & Objectives

This network will create a society which is well connected and users will always be aware of each other. Also it may contribute to tourism because it will be introductory for foreigners.

This network will adress all nationalities including Chinese, African, Australian, Latin American,etc. So the interface will be designed considering the differences between cultures. There will be categorizations according to the kinds and features of the videos. Students can find the videos they want under the buttons of these categorizations. For example, if they are looking for a restaurant, a list of videos and photos will appear when they press the ''eat&drink'' button or if they are searching

a place to shop they can it under the ''shopping'' button. The videos and photos must include informations because like i said before the aim of this project is to give information to other erasmus students through the videos and photos they take. Because sometimes erasmus students discover the city too late that they turn back to their home countries before they are able to travel and explore the country. What i did for my project is to avoid this delay and give them an opportunity of finding out all the hidden beauties and benefit their time abroad.

The videos that foreign students take will involve any place where they go, enjoy and want to recommend to others. They will tell how to go and where to see, from what they enjoyed the most, etc. These places can be mosques, cafes, shops or even gardens. Mainly the places they discover and want other people to discover, too. The videos can be funny, serious, interesting or even dramatic. However they wanted it to be. Also they can share photos that they took as a memory. They will share their videos and photos on their profile, but there will also be a home page of updated videos and photos and categorizations of these videos and photos.

Target Audience / User

My target audience will be erasmus students all around the world. *Also former foreign students, who went to exchange, can join this network and share their videos and photos, too. This site will be open to all erasmus students from all nationalities* who are using web 2.0 sites.

Background Information

I chose this subject because i spent my last 5 months in Italy as an Erasmus student and i know how it feels to be stranger. Sometimes it can be challenging to live in a city which you don't know at all. Discovering the city and finding new friends are not very easy as it seems. Especially in schools where everybody has their own friend groups, it can be hard to make new friends. Sometimes they do not bother to talk to you because speaking in English can be exhausting for them. If there are not many foreign students in school, it can be difficult to socialize with new people in a short time period. Also it is the same thing for the city. Even if you go to a small city, you need sometime to discover the local places.

Sometimes you may need a guide to show you the city, gives you advises about where to see.

For most of the students, the Erasmus Programme is the first time of their life, living alone and studying abroad. The Programme is not only about studying and learning but also enjoying your time while meeting different people with different nationalities. One of the most popular thing about erasmus is "Erasmus parties" which is known as a multilingual events in Europe. Certainly going to Erasmus is a great opportunity because students can study abroad without paying too much money.

Because in normal conditions, studying in Europe or United States can be very expensive. So it is logical for a person, who wants to study abroad, to attend an Erasmus Programme. It can be seen as an advantage to go on Erasmus because some academicians agree that former Erasmus students can create a powerful force in developing the pan-European identity. According to the political scientist Stefan Wolff, between 15 and 25 years, in Europe, there will be leaders with different socialization notions from today, referring to the 'Erasmus generation'.

Of course what students need for going Erasmus is some encourangement and information about the

the school, the city and the culture. These things can enhance the attractiveness of education and training programmes and increase the popularity of going exchange. Also language can sometimes be an obstacle for students to come to the countries like Turkey since most of the foreigners can not speak Turkish or any other native languages. So they have a concern about finding someone to communicate and supplying their needs. Even when asking for an address or buying a metro ticket, finding a common language is an essential. Since we are living in a globalised world, students need international and intercultural knowledge in order to prepare themselves

for the global labour market. So it is very important that erasmus students get advantage of what they learn linguistically, culturally and educationally from their experience of studying academically in another country. On the other hand, the other important thing is what they gain socially during their time abroad. They need some references to show them how they can benefit from their free time. This web 2.0 site can be the perfect referance to help them how to enjoy their limited time period.

Inspirations

First one is ESN which is an organization that supports student exchange all around the world. Second one is Viva Erasmus which is created by a group of former erasmus students to help future erasmus students in their Erasmus period. Third one is Erasmusu that also helps students find place to stay and connect with other Erasmus students and exchange students.

Detailed Project Description

My project will carry the features of introducer to present the world to foreign students by the videos and photos which are taken by foreign students as well. So in this project, the main concept is divided in three parts:

-video sharing (it must have introductory part as well as entertaining parts)
-photography sharing (it can be pictures of students themselves which they took as a memory picture or it can be city pictures)
-event sharing (informing about upcoming exhibitions, parties or festivals)

-These three things will be posted on student's personal profiles but also there will be a homepage which will show the updated videos, photos, news,etc.
-There will be categorizations of the places which are divided in 5 parts: Eat&Drink, Artistic, Shopping, Touristic, Local. These are working with the tagging system.

Scope Of The Project

ErasmusWorld is:
-creating an interactive society between erasmus students
-introductory and informative
-helping students discover the different countries and cultures increase the number of exchange students

is not:
-providing students accomodation or any services
-organizing trips or parties
-concerning about students's complains
-solving any educational problems

Technical Part
-Adobe Dreamweaver
-Coda
-Database MySQL
-PHP: Hypertext Preprocessor
-PrettyPhoto
-JQuery

Design Process / Home Page

I wanted to give the impression of a sketch book of a student that's why i used a craftpaper and a notebook paper image as a background.

I used two fonts: 'Gill Sans MT' and 'Just The Way You Are'. I used one of my fonts as a handwritten font because it makes the website look sketchy.

Design Process / Profile Page

I used little boxes which remind talking boxes since it is a social network based on communication

I used these blue outlined little boxes to give information about profile information and updated news.

Design Process / Memories Page

I used lines, that fit in the notebook image, to place my categories.

Design Process / Events Page

My color scale is based on the colors of my logo. I used pastel colors that goes along with my background images.

Credits

Project Owner: Ceylan ALP

Supervisor: Ekmel ERTAN

Code Help: Birol AKSU, Merve SERT **Project**

Influenced By: International Exchane Erasmus

Student Network, Viva Erasmus, Erasmusu

Website Design Influenced By:

Squared Eye, SVN2FTP

Colophon

Design: Ceylan ALP

Typeface: Gill Sans

Type Designer:

Printing and Binding: Cemil Copy Center

Paper: 135 gr

June 2011, Istanbul