

VC 313 – Independent Study: Mobile App Design

(Proposed independent study syllabus)

Cazenovia College – Spring 2019
Professor Brian Hauser

Mon. & Weds. 5:00pm – 6:00pm (TBD)
119 Reisman Hall

Instructor

Brian Hauser

Class Meeting Time & Location

Mondays or Wednesdays (TBD) 5:00pm - 6:00pm
108 Reisman Hall

Office Hours

Mondays & Wednesdays 5:00pm - 6:00pm or by
appt.

Email

behauser@cazenovia.edu

Phone

315.741.6041

Class Website

<http://courses.brianhauser.com>

Introduction

Mobile phones are most widespread piece of technology (more than 75% of world has access to them). People are using them 24/7 and more and more are using smartphones (1 billion). Media companies are expanding their business in area of mobile devices. Leading operating system is Android (Android has a heady 59 percent of world smartphone market share).

In this course, students will review developments of mobile devices and learn how to use these tools in the creation and distribution of client messages/content.

Course Description

VC 313 – Mobile App Design - 3 credits (CS)

Students will learn the fundamental concepts, techniques, practices, workflows, and tools associated

with the practice of user experience design for mobile apps. We will design apps for various mobile devices including smartphones and tablets and for various mobile operating systems including iOS (iPhone and iPad), Android, and Windows Phone.

Course Objectives

By the end of this course this student should be able to:

- Have working knowledge of mobile device user experience best practices
- Understand the unique processes in creating mobile device apps.
- Understand how mobile phones are transforming the media business
- Have working knowledge of MIT App Inventor
- Produce simple apps for Android platform
- Understand mobile business and business models
- Be beginner entrepreneurs in the mobile industry.

Course Competencies

The following competencies are integral to this course: research skills, visual literacy, critical thinking, problem solving, written and oral communication skills, computer literacy and research.

Class Structure

Course objectives will be achieved through lectures, demonstrations, visual materials, research, individual discussions and critiques. This class will be conducted as if it was a professional, established interactive design studio. Participation and research will be

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crucial for this course. In class studio time will be used to work on projects with specific deadlines. It is expected the student will spend time outside of class each week working on projects for this course.

Recommended Textbooks (not required)

Essential Mobile Interaction Design by Cameron Banga and Josh Weinhold. Pearson.

Tapworthy; Designing Great iPhone Apps by Josh Clark. O'Reilly

App Inventor: Create Your Own Android Apps by David Wolber, Hal Abelson, Ellen Spertus, & Liz Looney. O'Reilly Media. [Can download and print from: www.appinventor.org/book2]

Supplies

- Flash Drive/External Hard Drive
- Notebook
- Sketch Book
- Pencils & Pens
- Plastic Eraser
- Markers
- Colored Pencils
- Mat Board
- Spray Mount

Student Responsibilities

- You must use your college email account and check it daily. Any communication from the instructor will be through the college email system. If you do not check your email you could miss something!
- You are expected to be motivated, use lab time effectively and participate in discussions and critiques. Your participation is expected and required in the following areas:
 - Critical discussions and assignment progress reviews
 - Software demonstrations and presentations
 - Informal group discussions about design concepts based on course assignments
 - Individual discussions while working on project assignments in the studio

- You are expected to attend all classes and stay through the duration of the class period. **If you are absent, you are still expected to meet all deadlines and make up any work you missed.**

- **Cell Phones need to be off during class time.** Phone calls and texting is not allowed at anytime during class. If you are aware of an emergency during a class day please notify me prior to the start of class.

- **Meal Breaks are not allowed during class.** I understand that we are an evening class that meets during the dinner hour, please eat before class begins and arrive on time. Food and beverages should not be brought to class with you.

- Use the Internet responsibly during class as if you were in a professional agency setting. This means only using the internet for course assignments. No use of social media sites (unless being used for an assignment), no online chatting or texting in class.

- Students caught doing work for other classes during our class time will be asked to leave.

- Headphones are allowed during in-class work time only. Please keep the volume to a minimum level so that you can hear any directives in class and so that it doesn't disrupt your classmates.

- Homework assignments (i.e. Exercises) are meant to be done OUTSIDE of class time independently. These assignments are designed to help reinforce important technical concepts covered in the course.

Academic Honesty

Plagiarism in any form will not be tolerated. Anyone found using another designer's work or ideas, either a professional or classmate is violating the Student Code of Conduct (see handbook).

All design work and coding work must be your own!

Stock Photography: Any images used from a stock

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photography site must be documented with licensing details from when you purchased the photograph. Please submit this information with your respective project(s).

Important Note: You need to use your own content and imagery wherever possible!

Project Assignments

Project assignments are sequential and progressive, developing concepts throughout the term and will be described in separate documents. Throughout the semester you will rely heavily on research, design elements & principles, and technical skills. You will produce a written design brief for each project.

Project Submission Criteria

When submitting assignments, it is important that you include the below common materials as well as any other materials listed in the grading grid.

Your main folder and your design files should be clearly labeled with your initials, course number, project name.

Class Folder Example: BEH313

Project Folder Example:

BEH313_Project3_AppDesign

File Example: BEH313_Project3_Rough1.psd

All of the required materials on each project sheet rubric materials need to be compressed into a .ZIP file and sent to behauser@cazenovia.edu via WeTransfer by the due date.

Some of these files may be used to create promotional materials for the Visual Communications program or be displayed in the hallways for presentation purposes. The files will never be given to anyone other than the instructor.

For the **late assignment policy**, please see **Project Grades**

Design Process

You will be expected to show the progression of your work on a regular basis.

Always make sure to write down critique feedback as this will help to improve your work in the future.

Digital Backups

Keep double copies of all files on both Flash drives or CD's and the file server.

Lost data will not be an excuse for missing deadlines! You are required to keep all files available until the end of the semester. Remember that data can become corrupt or may accidentally be erased or destroyed. Keep multiple back-up files of everything!

Project Grades

For each project you hand in you will receive a letter grade. This letter grade will be determined by the following criteria: concept, research, effort, progress, technical ability, following directions, handing in all required pieces, and execution. Very often we will have critiques of work in progress where you will be expected to explain what you are working on.

- When due dates are given this means the project is due or the critique will begin at the beginning of that class period unless otherwise stated
- Your projects will always have deadline dates. If your project is late, 10 points will be taken off your project grade.
- **Late projects must be submitted on or before the next class to receive credit for the project. Projects will not be accepted after this day.**
- **Project resubmissions are not allowed. Please follow project guidelines carefully and double check to make sure you are submitting all materials.**

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Final Grade

Your final grade will be derived from the following:

10% Class Participation

Participation in activities/critique; attendance, attitude, punctuality, and communication skills.

30% Exercises (Homework Assignments)

- 5% Exercise 1
- 5% Exercise 2
- 5% Exercise 3
- 5% Exercise 4
- 5% Exercise 5
- 5% Exercise 6

60% Projects as follows:

- 20% Project 1
- 20% Project 2
- 20% Project 3

Grading Scale

A (90% - 100%)

Excellent: shows outstanding effort, creativity and craft expected for this project.

B (80% - 89%)

Above Average: demonstrates effort, creativity, and craft expected for this project.

C (70% - 79%)

Average: meets all requires for this project. Improvements needs in effort, creativity or craft.

D (60% - 69%)

Below Average: does not meet the requirements for the project, demonstrations lack of effort, creativity or craft.

F (0% - 59%)

Failing: unable to complete the requirements for this project.

Attendance Policy

- Attendance will be taken at the beginning of each class. You are expected to attend all classes and stay through the duration of the class.
- You are expected to be in class with your materials and working at each class session.
- After three absences your final grade will be affected. After six absences your final grade for the course will be an F.
- If you arrive to class later than 15 minutes after starting time or leave before dismissed by instructor you will be considered absent.
- If you are absent, you are still expected to meet all deadlines and make up any work missed.
- If you are absent due to a sporting event, you are required to hand in anything that is due BEFORE the missed class. Students will not be excused from class for sport practices.

Technology Policy

If technology and the workflow of the labs has been disrupted for any reason beyond the ability of the student to troubleshoot, the student is required to write a support ticket to ICT notifying that department of the problem in detail. If a ticket has not been issues at least one day prior to a project deadline, the student is responsible for making the deadline regardless of the conditions of the labs. Email ICT at support@cazenovia.edu. You may call ICT at **x7777** to back up your ticket and to get immediate service. Always email a support ticket, and copy the professor.

Special Needs

If you have a special need, please contact me so we can discuss what accommodations you need to be successful in this course.