Mobile Media & Cultural Heritage

Bauhaus-Universität Weimar

01. Introduction

WS2015
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http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Cultural_Heritage_WS15

Summary

About

Who is giving this class

About

Joatan Preis Dutra
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Marienstraße 5, Room 108
= **Johnny**

From: Florianópolis / Brazil

About: Academic

PhD Candidate in Media
(Weimar)

MSc in Digital Media
(Bremen - 2011)

MSc in Multimedia Production
(Kiel - 2006)

Bachelor and Teaching in History
(Florianópolis - 2002)

About: Hobbies

Comics: Carry The Duck
www.CarryTheDuck.org

Cooking: 1-2-3 Bon Appétit!
www.instagram.com/123BonAppetit

Brewing: Jawohl Beer
www.jawohl.eu

Description

What this class is about

Description

This class is designed for media students who are interested in an **introduction** about how the **mobile** and digital **media** are present in the **urban spaces**, and how it can be related to UNESCO **world heritage** sites, through mobile devices.

Description

Digital equipment are increasingly **amalgamated** to the daily activities and are integrated in such a way that perceptions of technology are, somehow, decreasing.

The amount of technological gadgets spread on **cities** can constitute themselves **as** a **medium.**

Description

Another phenomenon that occurs at the same time came from the permanent connectivity (an **ubiquitous** scenario) reinforced by the mobile devices, specifically the **smartphones**. The everyday new possibilities through them can configure an important role in the society.

Description

In order to enjoy a historical and cultural experience, it is not necessary to visit a museum or to buy a guide. Despite the importance of these institutions and options, the technology allows the expansion of the concept one step further, and **cities** itself can be used as **open air museums**.

Description

There are no more **limitations** about **space**, neither about the **opening hours** to provide to the visitors a complete and empowered cultural experience. Mostly, the already developed applications and games using mobile devices to interact with urban spaces are dealing with tangible elements of the **culture**.

Description

This class is an invitation to **theoretical** and **practical** perspectives to observe mobile media addressed for cultural purposes, applied on public spaces.

Topics

What you will find in this course

Topics

Theoretical and **Practical**

Topics

- What is media and mobile media;
- Tangible and Intangible cultural preservation;
- Mobile Design guidelines;
- Categorizations of Mobile Media.

Topics

- Methodology for writing paper/articles.
- Formats, styles.
- Reference management (ie: Zotero.org , EndNote).
- Plagiarism, etc.

Topics

- Creation of a (conceptual) mobile app prototype
- Exercise the use of design guidelines for interface design and navigation

Target Group

Who might enjoy this course

Target Group

Master students in the Faculty of Media
(Bachelor students are welcome, despite the class will be in English)

- Media Art and Design
- Media Architecture
- Computer Science and Media
- Media Management
- (…)

Homework-Assignments

What is expected from the students

Homework - Assignment

This class will be graded based on **one** assignment **divided** in **two** major **tasks**, which are complementary.

Homework - Assignment

In other words, the first task will be a preparation for the second. In the end, the final assignment will be the result of the work that will be developed during the semester.

Homework - Assignment

1/2: Prototype Presentation
– around 10-20 minutes (60%)

Homework - Assignment

Each student should present a conceptual prototype, developed for mobile devices, applied for Weimar and its UNESCO's World Heritage Sites.
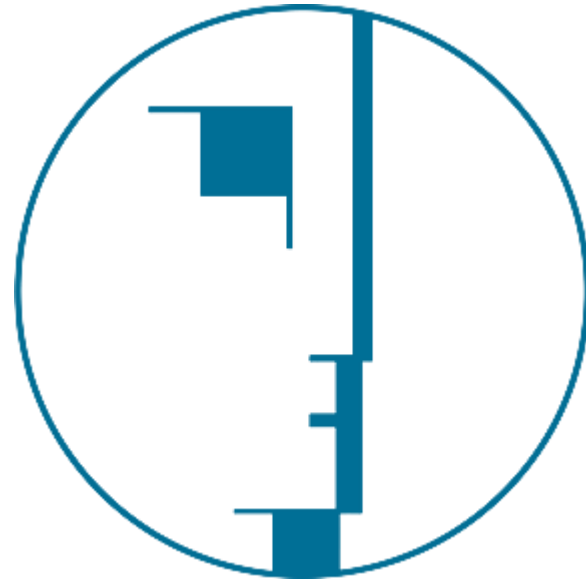
This prototype must be developed using the *weimarpedia.de* as target.

Homework - Assignment
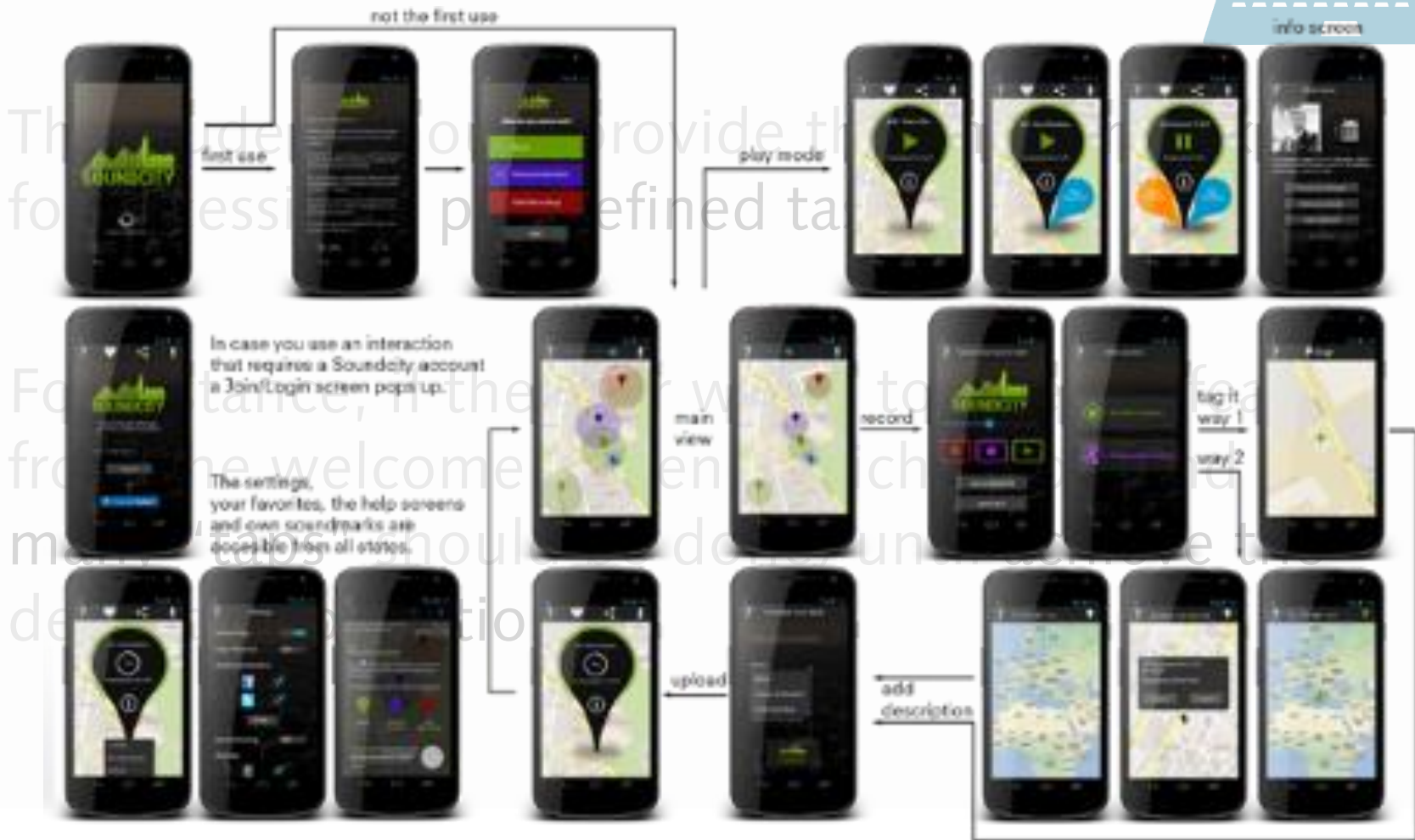

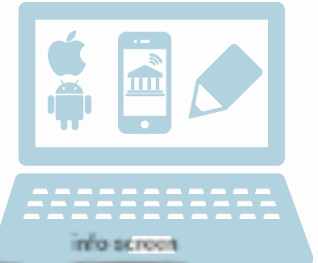Classic Weimar
Goethe & Schiller

Bauhaus

Homework - Assignment

The student should provide the entire mock-up for accessing a pre-defined tasks.

For instance, if the user wants to select a feature from the welcome screen, which steps (and how many "taps" should be done) until achieve the desired information.

Homework - Assignment

Homework - Assignment

It is expected for this exercise
the use of design guidelines
for the interface design and navigation.

If possible, following the guidelines developed for
iOS-Apple or Android or even Windows Phone (according to
the students' choice).

Homework - Assignment

2/2: Short essay production
– 1000 words + samples and references (40%)

Homework - Assignment

The topic of the essay can be an academic report regarding the prototype presentation, connected to the topic of cultural heritage for mobile media.

What will be evaluated in this assignment: ability to express in written format, content structure and content quality, plus the correct use of references.

Grading

Grading in Germany

1,0 (= 100%) to **5,0** (= 0%)

Grade in words	Grade in numbers	Definition
A = sehr gut (very good)	1,0 1,3	**excellent:** outstanding performance with only minor errors
B = gut (good)	1,7 2,0 2,3	**very good:** above the average standard but with some errors
C = befriedigend (satisfactory)	2,7 3,0 3,3	**good:** generally sound work with a number of notable errors
D = ausreichend (sufficient)	3,7	**satisfactory:** fair but with significant shortcomings
E = ausreichend (sufficient)	4,0	**sufficient:** performance meets the minimum criteria
FX = ungenügend (fail)	4,3	**fail:** some more work required before the credit can be awarded
F = ungenügend (fail)	4,7 5,0	**fail:** considerable further work is required

Class Schedule and Details

Semester schedule, including holidays

Class Schedule and Details

- 20.10 – Introduction / Media & Mediatization
- 03.11 – Mobile Media & Apps
- 17.11 (or 10.11) – WHS in Germany - Project Description
- 01.12 (or 17.11) – Mobile Guidelines
- 15.12 (or 24.11) – References & Writing
- 12.01 (or 01.12) – Presentations
- *19.01 – Presentations (Maybe)*
- 26.01 (or 08.12) – Presentations
- 09.02 (or 15.12) – Closing Lecture & Feedback
- 28.02 (or 10.01) – Deadline for the paper/essay: 23:59

Questions?

http://tiny.cc/mobilemedia2015

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