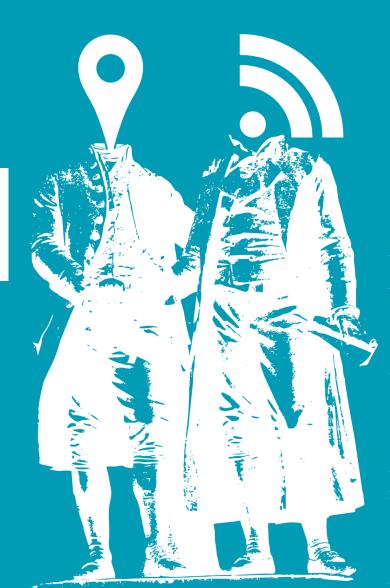# Mobile Culture & Urban Spaces

Bauhaus-Universität Weimar

01. Introduction

WS2012
Joatan Preis Dutra
Faculty of Media
Chair of Interface Design
joatan.preis.dutra@uni-weimar.de

Summary

About

Who is giving this class

About

Joatan Preis Dutra
joatan.preis.dutra@uni-weimar.de
Marienstraße 5, Room 107
= **Johnny**

From: Florianópolis / Brazil

PhD Candidate in Media (Weimar)

MSc in Digital Media (Bremen, 2011)

MSc in Multimedia Production (Kiel, 2006)

Description

What this class is about

Description

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

Description

Digital equipment belongs to the people's routine and they are increasingly **amalgamated** to the daily activities and are integrated in a way such 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.
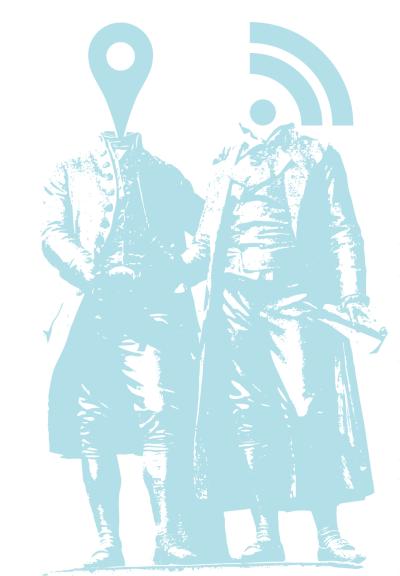
Description

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 digital media and in urban scenarios, addressed for cultural purposes.

It is a methodological and creative approach to analyze the mobile culture role in the urban spaces, under a theoretical and interpretative approach.

Topics

What you will find in this class

Topics

Theoretical and **Practical**

Topics

- Media, Digital and Digital Media
- Mediatization
- Categorizations of Digital Media
- Cultural Preservation
- Tangible and Intangible Cultures
- Mobile Media

Topics

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

Topics

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

Target Group

Who might enjoy this class

Target Group

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

- Media Art and Design
  - Design a mobile app
- Media Architecture
  - Discussion about media and urban space
- Computer Science and Media
  - Implementation (why not?) of a mobile app
- Media Culture & Media Management
  - Discussion about media and culture

Homework - Assignment

What is expected from the students

Homework - Assignment

This class will be graded based on **one** assignment **divided** in **three** major **tasks**, which are complementary. In other words, the first task will be a preparation for the second and the third one is a compilation of the first two. In the end, the final assignment will be the result of the work that will be developed during the semester.

Homework - Assignment

1/3: Mobile applications for cultural purposes - 5 to 10 min presentation (15%)

Based on a given table of analysis, each student will choose an application (for any of the mobile operational systems) and present for the class. Some items such as design, HCI and so one should be observed. If possible, the students should install and test it by themselves.

Homework - Assignment

1/3: Mobile applications for cultural purposes - 5 to 10 min presentation (15%)

When it is not possible, the evaluation **could** be based on the developers information.
The presentation should be a short slide collection, with a description of the application, contextualizing it, plus the application screens, pointing the suggested observed points.

Homework - Assignment

1/3: Mobile applications for cultural purposes - 5 to 10 min presentation (15%)

Slides in a PDF format should be delivered electronically after the presentation in order to complete the task.

Homework - Assignment

2/3: Seminary presentation – 15 to 30 minutes (40%)

Each student should present a conceptual prototype, developed for mobile devices, for cultural purposes.
It is encouraged to be developed using the *weimarpedia.de* content, but not restricted to.

Homework - Assignment

2/3: Seminary presentation – 15 to 30 minutes (40%)

Another possibility is to analyze an existing mobile app for cultural purposes, and propose a new conceptual model inspired on it.
For the conceptual model is expected to show, at least, one complete feature navigation, instead of just a "welcome screen".

Homework - Assignment

2/3: Seminary presentation – 15 to 30 minutes (40%)

The student should provide the entire mock-up for accessing a functionality.

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

Homework - Assignment

Homework - Assignment

2/3: Seminary presentation – 15 to 30 minutes (40%)

It is expected for this exercise the use of HCI and design guidelines for the interface design and navigation. For instance, following the guidelines developed for iOS-Apple or Android or Windows platforms (according to the students' choice).

Homework - Assignment

3/3: **Short essay production – 1000 words + samples and references (40%)**

The topic of the essay can be an academic report regarding the seminary presentation, or another topic regarding mobile culture and urban spaces. 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

How will be divided the evaluation

Grading in Germany

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

- **1,0 - 1,3** (*sehr gut*, very good)
    - an outstanding achievement
- **1,7 - 2,3** (*gut*, good)
    - an achievement, which lies substantially above average requirements
- **2,7 - 3,3** (*befriedigend*, satisfactory)
    - an achievement, which corresponds to average requirements
- **3,7 - 4,0** (*ausreichend*, sufficient)
    - an achievement, which still meets the requirements
- **4,3 - 5,0** (*nicht ausreichen*, failed)
    - an achievement, which does not meet the requirements.

Source: http://en.wikipedia.org/wiki/Academic_grading_in_Germany

Grading

1. Presentation Mobile App

2. Presentation Prototype

3. Short Paper

15%

40%

40%

Grading

1. Presentation
   Mobile App

2. Presentation
   Prototype

3. Short Paper

Participation in class / activities (5%)
The student participation will be count, especially
to round up - **or not** - the final grade = 100%

15%   +   40%   +   40%

= 95%

Class Schedule and Details

Semester schedule, including holidays

Class Schedule and Details

OCTOBER						
M	**T**	**W**	**T**	**F**	**S**	**S**
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	**18**	19	20	21
22	23	24	**25**	26	27	28
29	30	31				

NOVEMBER						
M	**T**	**W**	**T**	**F**	**S**	**S**
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05	06	07	**08**	09	10	11
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19	20	21	**22**	23	24	25
26	27	28	**29**	30		

DECEMBER						
M	**T**	**W**	**T**	**F**	**S**	**S**
					01	02
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17	18	19	**20**	21	22	23
24	25	26	27	28	29	30
31						

JANUARY						
M	**T**	**W**	**T**	**F**	**S**	**S**
01	02	03	04	05	06	
07	08	09	**10**	11	12	13
14	15	16	**17**	18	19	20
21	22	23	**24**	25	26	27
28	29	30	**31**			

FEBRUARY						
M	**T**	**W**	**T**	**F**	**S**	**S**
			01	02	03	
04	05	06	**07**	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

Class Schedule and Details

1st Week (18.10.12):

- Introduction and presentation about the topics for future developments in class.

OCTOBER						
M	T	W	T	F	S	S
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Class Schedule and Details

2nd Week (25.10.12):
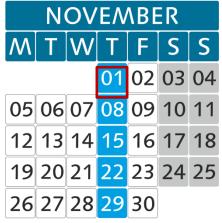
- The formation of the cities.

- What is Media (media, digital and digital media) and urban spaces, culture and urban spaces.

OCTOBER						
M	T	W	T	F	S	S
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Class Schedule and Details

3nd Week (01.11.12):

- The mediatization process of urban scenarios.

- How digital media devices can be categorized.

- Cultural preservation in urban spaces: theoretical and empirical approaches.

NOVEMBER						
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Class Schedule and Details

4th Week (08.11.12):

- The tangible and intangible elements of cultural heritage.

- Dynamics for selection of themes for the presentations and papers – what is expected from the students.

NOVEMBER						
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26	27	28	29	30		

Class Schedule and Details

5th Week (15.11.12):

- **1st Part** – Mobile App Presentation

Student(s) presentation(s) on the samples regarding the cultural mobile apps. In order to optimize the time, all the presentation slides must be sent until 18h of the day before by e-mail, or uploaded in the wiki.
The PDFs are going to be available in just ONE computer to turn easier and faster the groups changing.

NOVEMBER						
M	T	W	T	F	S	S
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26	27	28	29	30		

Class Schedule and Details

6th Week (22.11.12):

- **2nd Part** – Mobile App Presentation

Student(s) presentation(s) on the samples regarding the cultural mobile apps. In order to optimize the time, all the presentation slides must be sent until 18h of the day before by e-mail, or uploaded in the wiki.
The PDFs are going to be available in just ONE computer to turn easier and faster the groups changing.

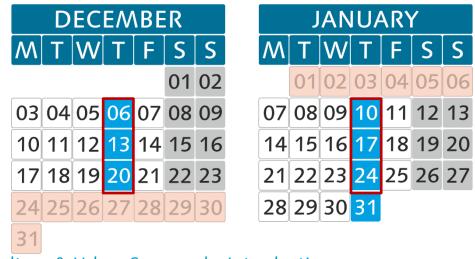| NOVEMBER						
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26	27	28	29	30		

Class Schedule and Details

7th Week (29.11.12):

- Methodology for writing paper/articles .

- Formats, styles.

- Reference management
  (ie: Zotero.org , EndNote).

- Plagiarism, etc.

NOVEMBER						
M	T	W	T	F	S	S
			01	02	03	04
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Class Schedule and Details

8th to 13th Weeks (06.12.12/20.12.12 - 10.01.13/24.01.13):

- Around 2 students presentations (depending on how many students will be registered in this class) per week, followed by discussion.
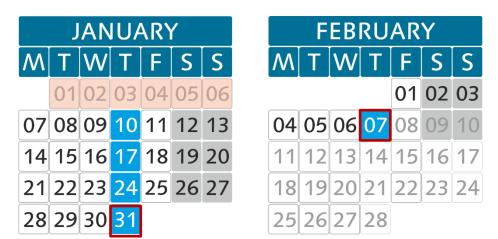 (A wiki page will be created for this part)

DECEMBER						
M	T	W	T	F	S	S
					01	02
03	04	05	**06**	07	08	09
10	11	12	**13**	14	15	16
17	18	19	**20**	21	22	23
24	25	26	27	28	29	30
31						

JANUARY						
M	T	W	T	F	S	S
01	02	03	04	05	06	
07	08	09	**10**	11	12	13
14	15	16	**17**	18	19	20
21	22	23	**24**	25	26	27
28	29	30	**31**			

Class Schedule and Details

14th Week (31.01.13):

- Closing lecture & Feedback

15th Week (07.02.13):

- Deadline for the papers

			JANUARY			
M	T	W	T	F	S	S
01	02	03	04	05	06	
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

			FEBRUARY			
M	T	W	T	F	S	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

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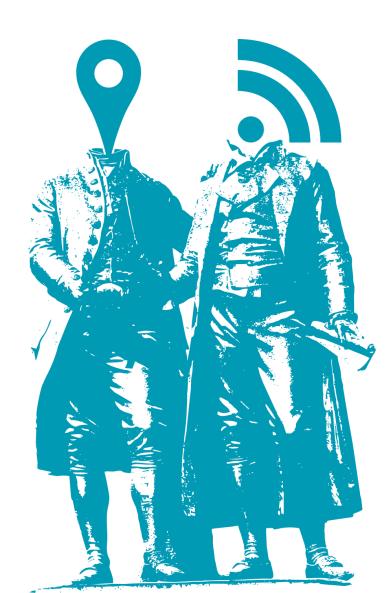
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Questions?

Mobile Culture & Urban Spaces

Bauhaus-Universität Weimar

01. Introduction

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