

Mobile Media & Urban Spaces

Bauhaus-Universität
Weimar

01. Introduction

SS2013

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Chair of Interface Design

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http://www.uni-weimar.de/medien/wiki/IFD:Mobile_Media_and_Urban_Spaces_WS13



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About

Who is giving this class

About



Joatan Preis Dutra

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= **Johnny**

From: Florianópolis / Brazil

PhD Candidate in Media (Weimar)

MSc in Digital Media (Bremen, 2011)

MSc in Multimedia Production (Kiel, 2006)

Bachelor and Teaching in History (Florianópolis, 2002)

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 cultural aspects, 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 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 course

Topics



Theoretical

and



Practical

Topics



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

Topics



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

Topics

- Presentation of an existing app applied in Weimar
- 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
- Media Culture

Homework- Assignments

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.



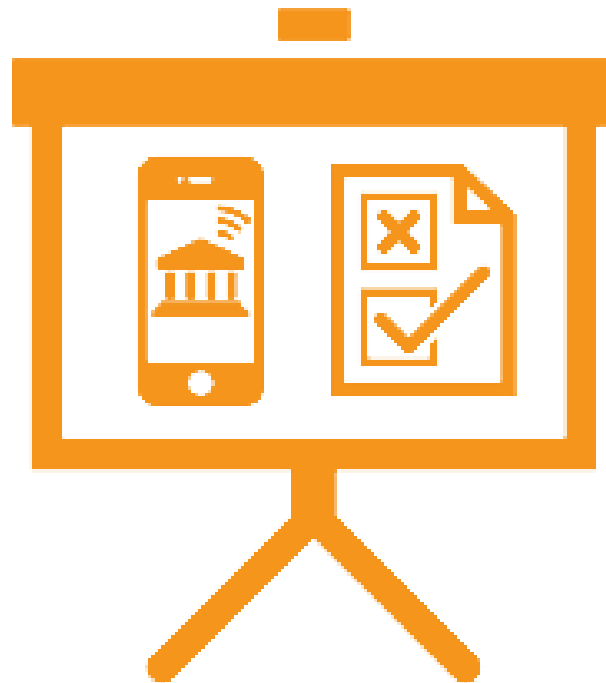
Homework - Assignment

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 (25%)



Homework - Assignment



student should complete 3 main tasks in this assignment:

- 1) Find a mobile app about Weimar (directly or indirectly, since from apps for cultural heritage, Goethe, Schiller, Bauhaus, etc, or touristic ones with search engines for maps, tours, etc., where it is possible to search for Weimar).

Homework - Assignment



- 2) Find a topic/information about something to see or to do in Weimar.
- 3) Find a way to upload content on the chosen app (if it is possible).

The presentation should include the screenshots for the main tasks.

Slides in a PDF format should be delivered and posted in the wiki page.

Homework - Assignment



When it is not possible to install the app, the presentation **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



Slides in a PDF format should be delivered electronically one day BEFORE the presentation: at 23:59h.

All the presentations will be available in ONE computer, to make the presentation changing faster.

Homework - Assignment

2/3: Prototype Presentation
– around 30 minutes (50%)



Homework - Assignment



Each student should present a conceptual prototype, developed for mobile devices, using collaborative/participatory activities, applied for cultural purposes.

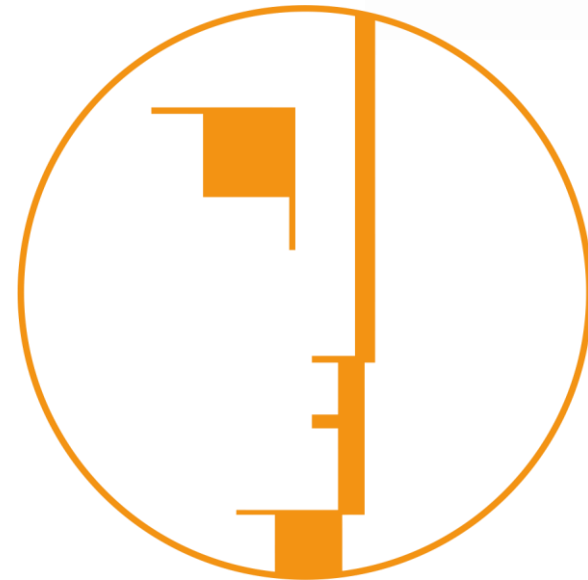
This prototype must be developed using the *weimarpedia.de* content.



Homework - Assignment



Classic Weimar
Goethe & Schiller



Bauhaus

Homework - Assignment



This presentation will be divided in two parts (in different days):

- Prototype meeting – the app idea with navigation and content structure;
- Final version – elaborated and well designed app mockup.

Homework - Assignment



For the first/draft version, the student can explore the app idea and structure, in order to receive the feedback and possible adjustments suggestions for the final version.

The main points here will be the content structure and navigation design.

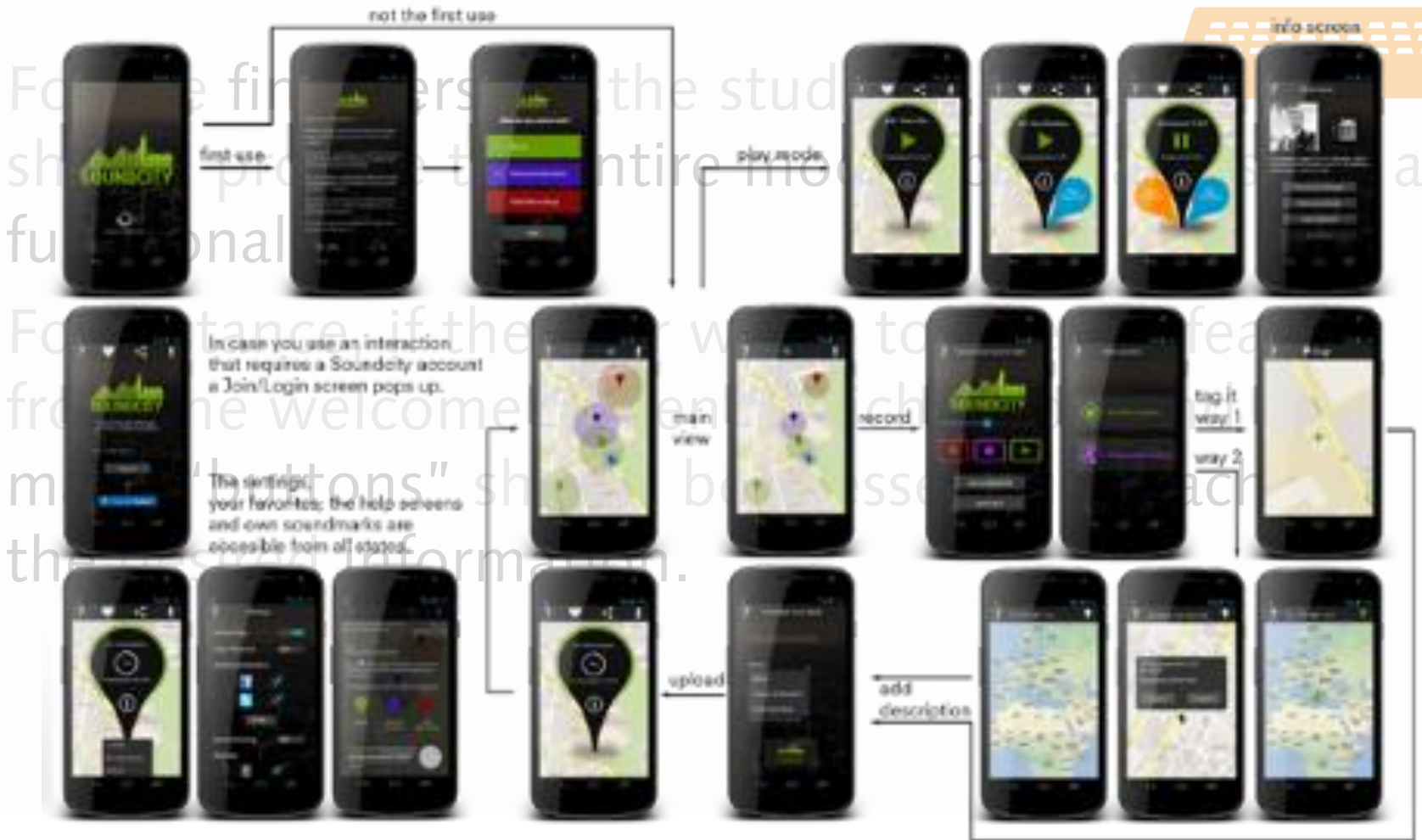
Homework - Assignment



For the final version, the student should provide the entire mock-up for accessing a pre-defined tasks based on the first presentations.

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



For the first time, the student should be able to use the entire mobile application. For instance, if the user wants to use a feature from the welcome screen, the user should be able to use the "buttons" shown by the user interface through the information.

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 platforms (according to the students' choice).

Homework - Assignment

- 3/3: Short essay production**
– 1000 words + samples and references (25%)



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

Akademisches Auslandsamt – Uni Regensburg :: ECTS Grading. (n.d.). Retrieved and modified January 27, 2013, from http://www-app.ur.de/Einrichtungen/Auslandsamt/ects_grading.en.html

Grading

25%

Short presentation
of an existing App



November 2013

50%

Development of a conceptual
prototype (i.e: Photoshop)
with pre-defined content



January 2014

25%

Submission of a
short paper/essay



February 2014

Class Schedule and Details

Semester schedule, including holidays

Class Schedule and Details

October

Mo	Tu	We	Th	Fr	Sa	So
			24	25	26	27
28	29	30	31			

November

Mo	Tu	We	Th	Fr	Sa	So
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December





Mo	Tu	We	Th	Fr	Sa	So
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January

Mo	Tu	We	Th	Fr	Sa	So
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February

Mo	Tu	We	Th	Fr	Sa	So
					1	2
3	4	5	6	7	8	9
10	11	12	13			

	1st Presentations
	Prototype Meeting
	Prototype Presentation
	Paper/Essay Deadline

Class Schedule and Details

1st Week (24.10.12):

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

October						
Mo	Tu	We	Th	Fr	Sa	So
			24	25	26	27
28	29	30	31			

Class Schedule and Details

2nd Week (31.10.13):

- **Cultural Heritage & Weimarpedia**
- The tangible and intangible elements of cultural heritage.
- Weimarpedia
- Dynamics for presentations order – what is expected from the students.

October						
Mo	Tu	We	Th	Fr	Sa	So
			24	25	26	27
28	29	30	31			

Class Schedule and Details

3rd Week (07.11.13):

- **Media & City**
- The formation of the cities.
- What is Medium (media, digital and digital media) and urban spaces, culture and urban spaces.

November						
Mo	Tu	We	Th	Fr	Sa	So
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Class Schedule and Details

4th Week (14.11.13):

- **Mediatization & Categories of Public Digital Media**
- The mediatization process of urban scenarios.
- Examples of public digital media in Germany, and how they can be categorized.

November						
Mo	Tu	We	Th	Fr	Sa	So
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Class Schedule and Details

5th – 6th Weeks (21-28.11.13):

- **1st Presentations**
- Student(s) presentation(s) on the samples regarding the cultural mobile apps applied in **Weimar**. In order to optimize the time, all the presentation slides must be sent until 23:59h of the day before by e-mail. The PDFs (or PPTs) are going to be available in just ONE computer to turn easier and faster the groups changing.

November						
Mo	Tu	We	Th	Fr	Sa	So
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Class Schedule and Details

7th Week (05.12.13):

- **Mobile Guidelines**
- Prototype guidelines
- Designing for mobile screens
- How to mock-up

December						
Mo	Tu	We	Th	Fr	Sa	So
						1
2	3	4	5	6	7	8
9	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

8th Week (12.12.13):

- References
- Formats, styles.
- Plagiarism, etc.
- Reference management

December						
Mo	Tu	We	Th	Fr	Sa	So
						1
2	3	4	5	6	7	8
9	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

9th Week (19.12.13):

- Individual Prototype Meeting

December						
Mo	Tu	We	Th	Fr	Sa	So
						1
2	3	4	5	6	7	8
9	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

10th to 13th Weeks (13-27.06.13):

- **Prototype Presentations**
- Student(s) presentation(s) about the final prototype version using the Weimarpedia.de content.
- All the presentation slides must be sent until 23:59h of the day before by e-mail. Each student should use their own computer for the presentation.

January						
Mo	Tu	We	Th	Fr	Sa	So
		1	2	3	4	5
6	7	8	9	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 (06.02.14):

- Closing lecture & Feedback

15th Week (13.02.14):

- Deadline for the papers, at 23:59h.

February						
Mo	Tu	We	Th	Fr	Sa	So
					1	2
3	4	5	6	7	8	9
10	11	12	13			

References

References for further readings

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Questions?



Mobile Media & Urban Spaces

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Weimar

01. Introduction





<http://tiny.cc/mobilemedia2013>



http://www.uni-weimar.de/medien/wiki/IFD:Collaborative_Mobile_Media_SS13