

01. Introduction

Faculty of Art & Design
Chair of Interface Design

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joatan.preis.dutra@uni-weimar.de



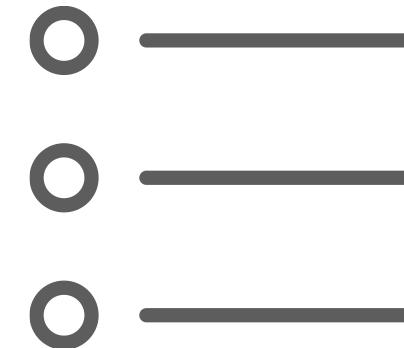
<http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16>

Mobile Media Design



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About



UNIVERSITY LECTURER®



Contents
may vary
in color



100%
ORGANIC



Joatan Preis Dutra

= Johnny

Resident: Berlin / Germany

From: Florianópolis / Brazil

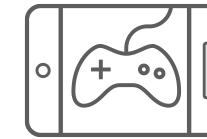




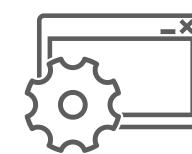
PhD Candidate in Media
Weimar



MSc in Digital Media
Bremen - 2011



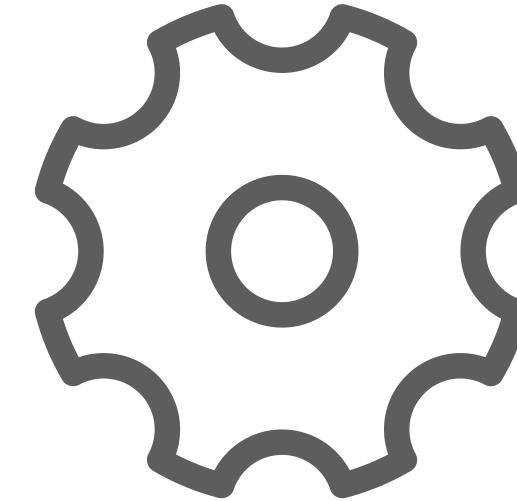
MSc in Multimedia Production
Kiel - 2006



Bachelor and Teaching in History
Florianópolis - 2002



Course Description





Description

This course shifted from Faculty of Media to Faculty of Art & Design



<https://www.uni-weimar.de/en/art-and-design/chairs/interface-design/>



Description

This course is designed for media and art 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**.

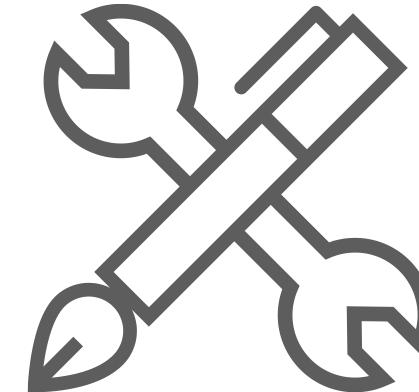
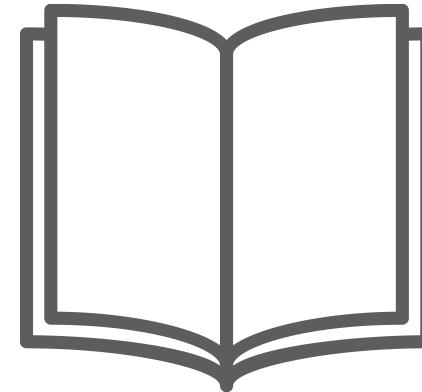
Description

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

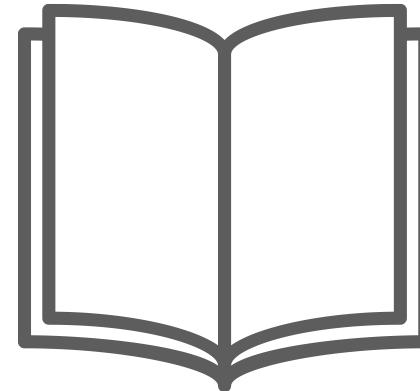
This class is an invitation to **theoretical and practical** perspectives to observe mobile media addressed for cultural purposes, applied on public spaces.

Topics



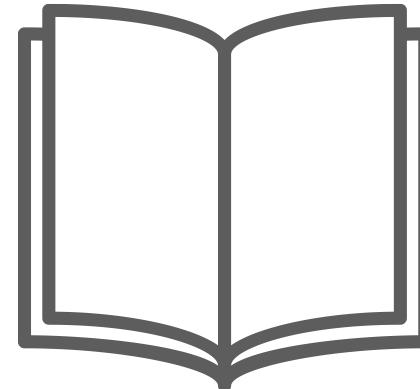
Theoretical and Practical

Topics



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

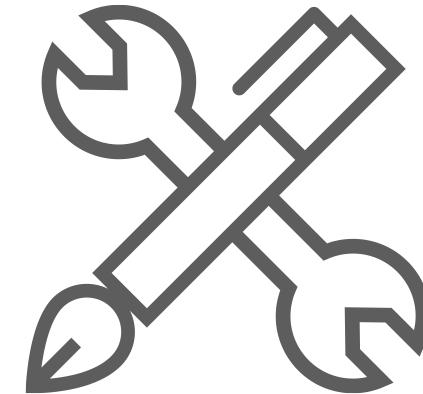
Topics



- 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

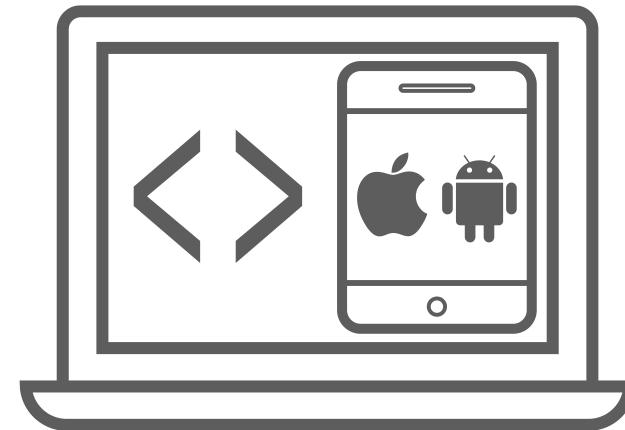


Assignments



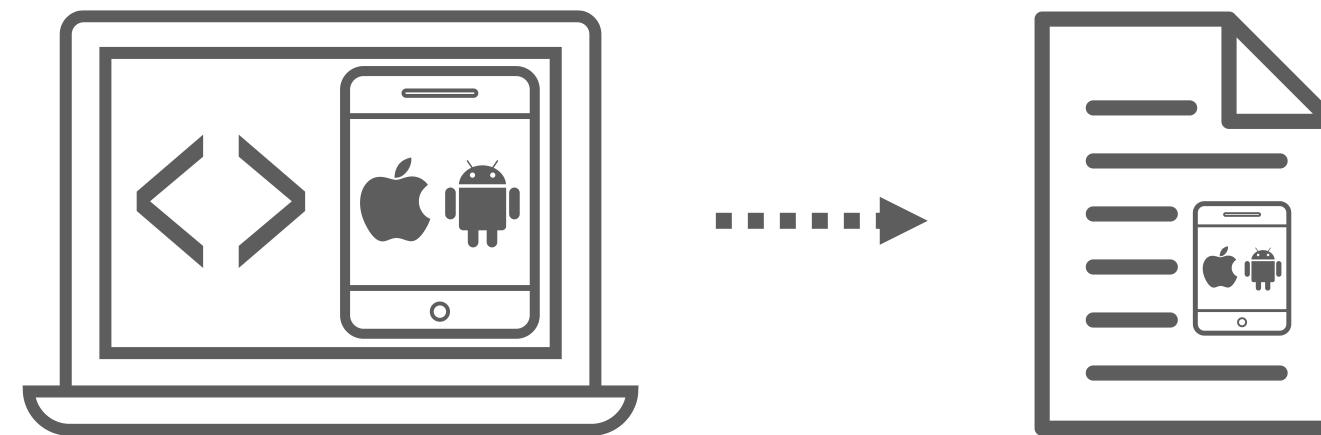
Homework - Assignment

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



Homework - Assignment

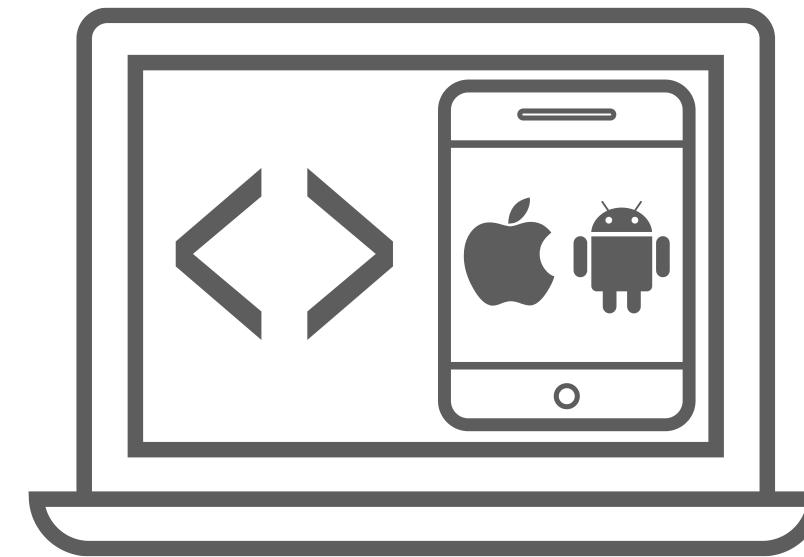
In other words, the first task will be a preparation for the second. In the end, the final assignment will be the result of the work that will be developed during the semester.



Homework - Assignment

1/2: Prototype Presentation (60%)

– around 10 minutes / or Pecha Kucha (20 slides / 20 seconds each = 6 minutes and 40 seconds in total)





Homework - Assignment

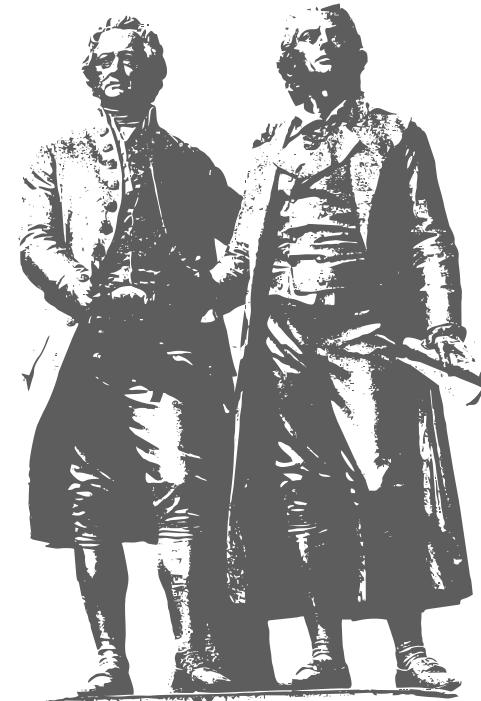
Each student should present a conceptual prototype, developed for mobile devices, applied for UNESCO's World Heritage Sites.



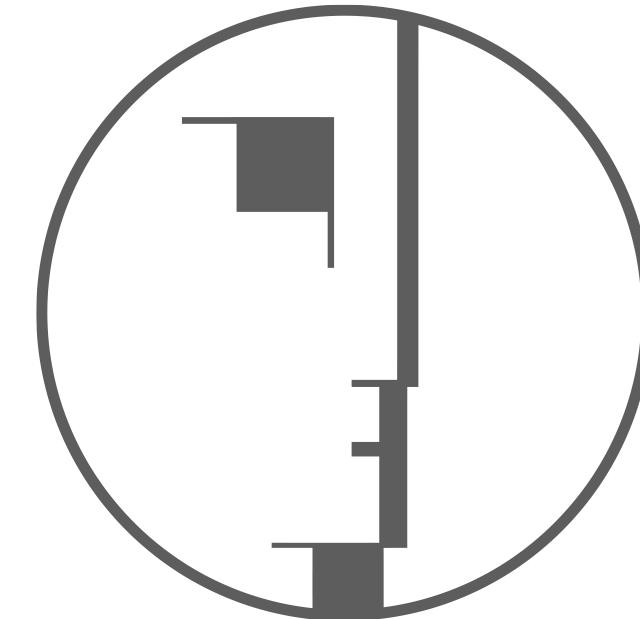


Homework - Assignment

The App can
be applied
in Weimar



Classic Weimar
Goethe & Schiller



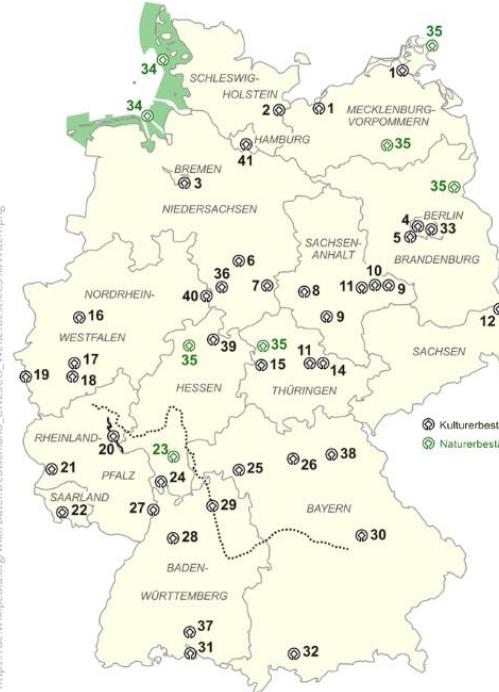
Bauhaus



Homework - Assignment

Or in any other World Heritage Site in Germany or in the World

https://de.wikipedia.org/wiki/Datei:Deutschland_UNESCO_WelterbeStC%4A4tten.png



World Heritage Sites in Germany



World Heritage Sites : <http://whc.unesco.org/en/interactive-map/>



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%)



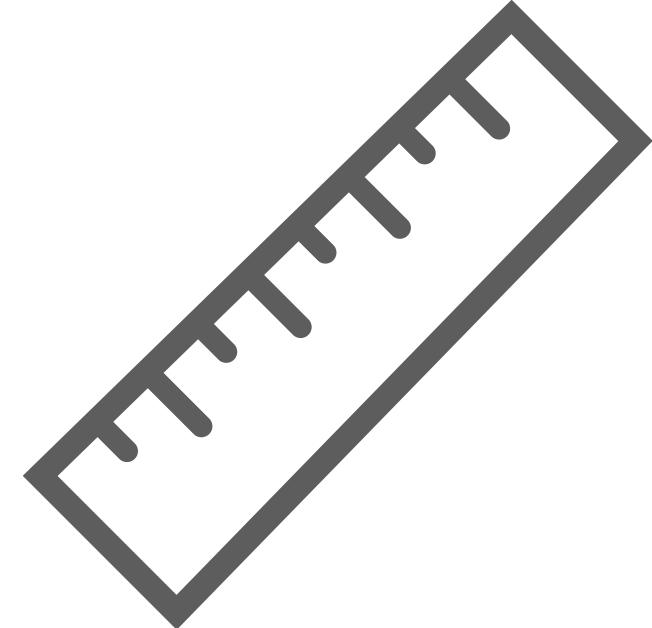


Homework - Assignment

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

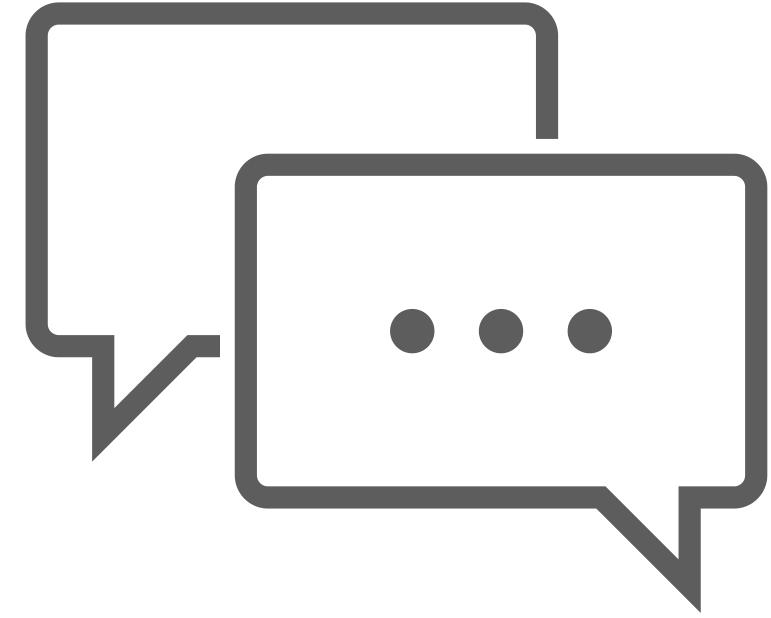
Akademisches Auslandsamt - Uni Regensburg :: ECTS Grading. (n.d.). Retrieved and modified January 27, 2013, from http://www-app.ur.de/Einrichtungen/Auslandsamt/ects_grading.en.html



Tips

- Pay attention on the deadlines = delays will be discounted!
- Read with attention the assignments.
Mistakes on interpretation are very common...
- Despite being two main assignments (with 60% / 40% weight), they should be each developed with complete performance.
The Final grade 1.0 will be just delivered for those with 100% of success on all the assignments.
- Side assignments will be considered on “round up/down” the final grade.
- Don't forget to mention your references on the developed assignments.

Communication





Communication

- Official channel: Our wiki-page at
<http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16>



The screenshot shows a computer screen displaying a wiki page for the 'IFD:MOBILEMEDIADESIGN-SS16' course. The page is titled 'Media Art & Design' and 'Interface Design / Prof. Dr. Jens Geelhaar'. The main content area includes sections for 'Startseiten', 'Wikis Related', and 'Fachmodul'. The 'Fachmodul' section details the lecturer (Joatan Preis Dutra), credits (6 ECTS, 2 SWS), date (Mondays, 14:30 - 16:45h every two weeks, with exceptions), venue (Manenstraße 7b, Room 106), and first meeting (18 April 2016). A sidebar on the right contains a 'Contents' menu with links to various course sections. The bottom of the page features a decorative footer with icons related to mobile media design.



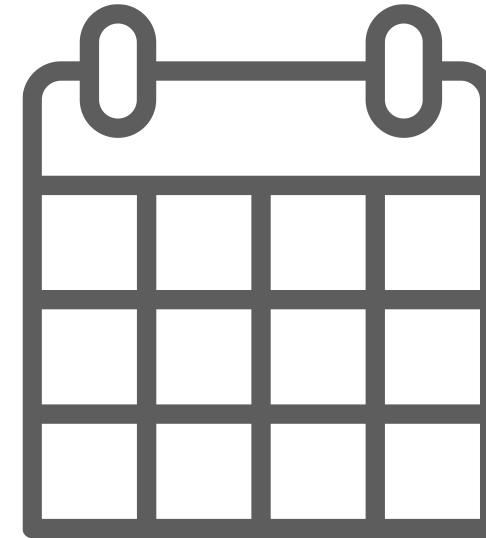
Communication

- E-mail(s): joatan.preis.dutra@uni-weimar.de or joatan@gmail.com
- E-mail Topic: ALWAYS with **[MMD]** at the topic beginning
 - Example: “[MMD] Topic Title”
- Files should be send using: MMD_AssignmentTopic_FirstnameFamilyname
 - Examples: MMD_PrototypePresentation_JoatanPreisDutra.pdf
 - MMD_Essay_JoatanPreisDutra.pdf

PS:

- In case of course withdrawal or absence, please communicate by e-mail

Schedule





Course Schedule and Details

- **18.04** **MMD 01** - Introduction | **MMD 02** - Media & Mediatization
- **25.04** **MMD 03** - Mobile Media & Apps | **MMD 04** - UNESCO WHS Tourism in Germany / Project Description
- **09.05** **MMD 05** - Mobile Guidelines | **MMD 06** - Icon Design / Project Consultation
- **23.05** **MMD 07** - References & Writing / Project Consultation
- **06.06** Students' Prototype Presentations (**or 13.06 - waiting external confirmation**)
- **20.06** Students' Prototype Presentations
- **04.07** **MMD 08** - Closing Lecture & Feedback
- **31.07** Deadline for the paper/essay: 23:59

Questions



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Mobile Media Design

