

## Syllabus 1st & 2nd Semester Spring 2017, 1md16Y2

### Design

#### 1.+2. Semester:

Landa, Robin: Graphic Design Solutions, 5th edition.

The basics chapter 2, p. 19-40. Color Chapter 6, p.129-136. Composition Chapter 7, p.143-167.

Ratios Chapter 8, p. 171-174. Posters chapter 9, p.188-210. Branding and Visual Identity Chapter 11, p. 240-246. Interactive design Chapter 13, p.326-353.

Wroblewski, Luke: Mobile First, Chapter 4, Organization, (pdf on Fronter).

Logo:

<http://www.creativebloq.com/logo-design/where-find-inspiration-7133517>

Style Tiles: [www.styletil.es](http://www.styletil.es)

### Communication

#### 1. semester:

Mulder, S: The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web. 2007. New Riders. (Chap. 1, 2, 3, 4, 5, 7)

Krug, S.: Don't make me think revisited, 2014, New Riders (Chap. 8, 9, 10 & 11)

#### 2. semester:

Mangold & Faulds, Social media - The new hybrid element of the promotion mix, in: Business Horizons (2009) 52, 357—365

Kaplan, Andreas: If you love something, let it go mobile:

Mobile marketing and mobile social media 4x4, in: Business Horizons (2012) 55, 129—139

Portugal, Steve, Chapter 1 and 4 in: Interviewing Users (2013)

### Business

#### 1. semester:

Ostervalder, Alexander: Business Model Generation, Wiley & sons, 2010. P. 9-57

Jeff Dyer, Hal Gregersen, Clayton Christensen: The DNA of Disruptive Innovators in The Innovator's DNA, Harvard Business Review Press 2011

Hatch, Mary Jo: Organisation Theory. Modern, Symbolic and Post-Modern Perspectives, Oxford University Press 1997, p. 220-224.

Schein, Edgar: The Levels of Culture + Cultures in Organizations. Two Case Examples in Organisational Culture and Leadership, Jossey-Bass 2009

#### 2. semester:

Ostervalder, Alexander: Business Model Generation, Wiley & sons, 201 (chapter 1-3)

Alexander Osterwalder: The Business Model Canvas, 2012

<https://www.youtube.com/watch?v=2FumwkBMhLo>

The new digital business by Richard Heaslip, TEDXOxbridge, 2015:

[https://www.youtube.com/watch?v=\\_h1XmNejD-s](https://www.youtube.com/watch?v=_h1XmNejD-s)

Service innovation: chapter 3. Innovating value constellations by Stefan Michel:

<https://www.lynda.com/Business-Skills-tutorials/Value-constellations-disrupting-industries/492724/553489-4.html>

*Scrum reference card* by Michael James, 2017 <http://scrumreferencecard.com>

Softhouse: *Scrum in five minutes*. 2014 (pdf, Fronter)

Teamwork Fundamentals, Coping without management by Chris Croft, 2015

<https://www.lynda.com/Business-Skills-tutorials/Coping-without-management/365728/431116-4.html>

Hiatt, Jeffrey, & Creasey, Timothy. 2012. *Change Management – the people side of change*. Prosci Inc. p. 16-35

How to write your business plan by Business Wales/Busnes Cymru:

<https://www.youtube.com/watch?v=PDWvcsTloJo&t=29s>

Pekka Pekkala 2012: How journalism start-ups are making money <http://www.ojr.org/p2094/>

The art of innovation by Guy Kawasaki, TEDxBerkeley, 2014

<https://www.youtube.com/watch?v=Mtjatz9r-Vc>

Six thinking hats by DeBono: [http://www.debonogroup.com/six\\_thinking\\_hats.php](http://www.debonogroup.com/six_thinking_hats.php)

Where good ideas come from by Steven Johnson, 2010:

[http://www.ted.com/talks/steven\\_johnson\\_where\\_good\\_ideas\\_come\\_from?language=en](http://www.ted.com/talks/steven_johnson_where_good_ideas_come_from?language=en)

Hasselbalch, Gry and Tranberg, Pernille. 2016. *Data Ethics: The New Competitive advantages* p. 25-38 & p. 111-114

Data science tutorials, chapter 1-4 & 6 by Jungwoo Ryoo, 2016:

<https://www.lynda.com/Data-Science-tutorials/Data-Science-Analytics-Career-Paths-Certifications/475941-2.html?srchtrk=index%3a6%0alinktypeid%3a2%0aq%3atechnology%0apage%3a1%0as%3arelevance%0asa%3atrue%0aproducttypeid%3a2>

How AI can bring on a second Industrial Revolution by Kevin Kelly, TedXtalks, 2017

<https://www.youtube.com/watch?v=IjbTiRbeNpM>

Adner, Ron. 2006. Match your innovation strategy to your innovation ecosystem. Harvard Business review

Vasil, Ryzhonkov. 2013. *Demand is the cornerstone of successful innovation ecosystem*

<https://worldbusinessincubation.wordpress.com/2013/08/04/demand-not-the-infrastructure-is-the-cornerstone-of-successful-innovation-ecosystem/>

## Interaction development

### 1. Semester:

Elizabeth Castro & Bruce Hyslop, HTML and CSS Visual Quickstart Guide.

### 2. Semester:

[https://codex.wordpress.org/Child\\_Themes](https://codex.wordpress.org/Child_Themes)

Jon Duckett: Javascript & jQuery, chapters 1-6, chapters 7-8

Matt Doyle Beginning PHP 5.3, 2009: chapters 3-7

Lynda.com: Javascript Essential Training, What is SEO?, Introducing PHP, Customising your theme, Wordpress Essential Training chapter 7, WordPress: Building Child Themes