

Syllabus:CE 4441 Mobile Application Design

Summer 2013

Continuing Education

Course Information:

Location: Terra 1113

Dates: Mon, 6/3/2013 – 8/5/2013, 6-9PM

Instructor Information:

Name: Jason Grandelli

Email: jasongrandelli@gmail.com

Email Policy: Email responses to students will be received within 24 to 48 hours unless the instructor is unavailable due to travel or illness.

Jason Grandelli is a Lead Mobile Developer at URBN in Philadelphia. He attended Temple University for Advertising Art Direction. He has worked with major advertising and interactive companies in Philadelphia for the past 7 years. Over those 6 years he has worked with major national and international brands such as Sony, TCM, Virgin, The Getty, The Smithsonian Institute, and Doctors Without Borders. As a developer with designer roots, Jason cares a great deal for not only the functionality of interactive works but also their aesthetics, user-experience, the interface design.

Course Description:

This course teaches the fundamentals of designing for mobile applications. You will learn about user experience and user interface design standards for both iOS and Android mobile applications. Also learn the fundamental differences between the two main mobile platforms and how to design unique experiences that follow the design paradigms for each. User experience and user interface patterns for each platform are examined so you can create engaging mobile experiences that take into account content, platform and use cases.

Pre-requisites:

Usability + Responsive Design or relevant experience.

Course Objectives/Learning Objectives:

In this course students will learn to plan & design well thought out mobile experiences that are platform appropriate. Students will create user flows, wireframes, and designs.

COURSE RESOURCES

Adobe Photoshop, Adobe Illustrator. Lore. Tapworthy by Josh Clark. Various web resources.

COURSE POLICIES

Attendance + Participation

All students are expected to attend classes regularly and promptly, and for the duration of the scheduled instructional time. Individual instructors will decide the optimum time for taking attendance and may penalize for habitual lateness of absence. Repeated absences may result in a grade of "F" for the course.

Students who withdraw from a course must do so in writing. Nonattendance does not constitute an official withdrawal.

UNIVERSITY POLICIES:**Academic Honesty/ Integrity Policy**

Violations of academic integrity are considered to be acts of academic dishonesty and include (but are not limited to) cheating, plagiarizing, fabrication, denying others access to information or material, and facilitating academic dishonesty, and are subject to disciplinary action. To review the **Academic Honesty/ Integrity Policy** in its entirety, please visit: <http://cs.uarts.edu/ce/policies#academichonesty/integritypolicy>

ACT 48 Activity Hours

To have ACT 48 Activity Hours for this course reported to the Pennsylvania Department of Education (PDE) you must complete and return the CE Request for Activity Hours Submission Form to the UArts Continuing Studies Office and meet all requirements outlined by the PDE.

Student Code of Conduct

It is the policy of the Division of Continuing Studies to provide a safe and healthy environment for learning, personal growth and enjoyment. The well being of this community depends upon the good judgment and considerate behavior of its members. Student status at The University of the Arts is not an unconditional right, but a privilege subject to certain rules and expectations articulated in the Student Code of Conduct. To review the **Student Code of Conduct** in its entirety, please visit: http://cs.uarts.edu/uploads/media_items/student-code-of-conduct.original.pdf

GRADING:

Your grade will be based on the following:

Component	Points
Participation	20%
In class & homework assignments	30%
Final app planning and design assignment	50%
Total	100%

Your grade will be calculated using the following scale:

Grade	Percentage Range	Grade Point
A	100 – 93%	4.0
A-	92 – 90%	3.67
B+	89 – 87%	3.33
B	86 – 83%	3.0
B-	82 – 80%	2.67
C+	79 – 77%	2.33
C	76 – 73%	2.0
C-	72 – 70%	1.67
D+	67 – 69%	1.33
D	63 – 66%	1.0
F	59% or less	0.0
P	Pass	-

SCHEDULE:**Session 1:**

Intros, get to know each other, go over syllabus, discuss goals, go over resources, signup for Lore.

Assignment – book readings, check out web resources, prepare good & bad app designs with critique.

Session 2:

Busting mobile myths, understanding mobile use cases, intro to mobile planning techniques.

Assignment – decide on app final project, prepare app use case, book readings.

Session 3:

More mobile planning techniques, understanding design patterns, mobile OS differences.

Assignment – begin planning for final app project, book readings.

Session 4:

Understanding designing for mobile, screen resolutions, standard interfaces, design standards.

Assignment – continue app planning, book readings.

Session 5:

Tools for design, how to start mobile app design.

Assignment – finish app planning, book readings.

Session 6:

Flat vs Skeumorphic and everything in between.

Assignment – begin app designs, book readings.

Session 7:

Understanding visual metaphors and how to use them properly.

Assignment – continue app designs.

Session 8:

Don't confuse users. Use the proper patterns and gestures.

Assignment – continue app designs.

Session 9:

In class work, critique, advanced topics.

Assignment – finish app designs.

Session 10:

You're all done. Each student will present their app planning and design documents.