BCIT®

A POLYTECHNIC INSTITUTION

School of Business
Program: Part time studies
Option:

MDIA 1445
Designing the Mobile User Experience

Start Date:					**End Date:**			
Total Hours:	36	**Total Weeks:**	12		**Term/Level:**		**Course Credits:**	3.0
Hours/Week:	3	**Lecture:** 1.5	**Lab:**	1.5	**Shop:**		**Seminar:**	**Other:**
Prerequisites:					**is a prerequisite for:**			
Course No.	MDIA 1445				**Course No.**			

Course Description

Great software does not happen by magic! This course covers mobile user interface design to help provide your customer with a better mobile experience. The course offers both the theories and standards of User Interface design and application of those theories to mobile software so that students gain a better understanding of creating a great user experience.

Evaluation

Quizzes	5
1st Project	20
Mid-Term	15
Final Exam	20
Final Project	30
Professionalism	10
TOTAL	100%

All quizzes and examinations will be based on the material covered during the previous week(s) and/or the assigned readings.

Course Learning Outcomes

Upon successful completion, the student will be able to:

- Know and apply the basic principles of user interface design, which are relevant to all software or hardware
- Translate the requirements for a piece of software into a useful plan and design for an app
- Sketch and refine ideas for a mobile app
- Analyze which parts of an app design work and which need improvement
- Explore how to deal with the limitations and best utilize the advantages of mobile devices
- Discover techniques and strategies to help them put themselves in the user's frame of mind
- Communicate and demonstrate their software design ideas accurately, clearly and effectively

Learning Resources
Required: **Tapworthy – Designing Great iPhone Apps** by Josh Clark, O'Reilly Press, (2010)

Instructor(s)

Office Location:		Office Phone:	(604) 760-4244
Office Hours:	9:00 am – 5:00 pm	e-Mail Address:	david@drucker.ca

Verification

I verify that the content of this course outline is current.

David Drucker   January 2011

_____   _____
Authoring Instructor

I verify that this course outline has been reviewed.

_____   _____
Program Head/Chief Instructor   Date

I verify that this course outline complies with BCIT policy.

_____   _____
Dean/Associate Dean   Date

Lesson Plan

Week	Date	Outcome/Material Covered	Assigned Reading (For Next Class)
1	9/17/11	Introduction to User Experience Design, User Interface Standards Course Overview	--
2	9/24/11	Review of User Interface Design Standards. Mobile Design Principles, What makes a good/poor User Experience Design Documents, Begin First Project: Wireframes for first Mobile Application, Lab: Paper Prototyping	Selections from Norman: Design of Everyday Things
3	10/1/11	Details on Key User Interface Concepts, such as Affordances, The Rule of Stability, Feedback, Graceful Failure, and others Paper Prototyping, Lab: Continue Paper Prototyping	Clark: *Tapworthy*, Designing Great iPhone Apps – Chapters 1-4
4	10/15/11	The Mobile User Model, Research and Requirements, Persona writing, How to do a Card Sort to determine an Information Architecture, Presentations and discussion of Paper Prototypes.	Clark – Chapter 5
5	10/22/11	Quiz: Standard Controls On-screen Prototyping, Data Entry, Dealing with Graphics and Media, Mobile-specific issues and inputs (location, attitude, motion and direction)	Clark – Chapters 6-8
6	10/29/11	Mid-Term Exam Presentation and Public Discussion of Personas) Android, Windows 7 and Blackberry UI standards, Lab: Continue On-screen prototyping	Selections from Rubin: *Handbook of Usability Testing* Selections from Moll – *Mobile Web Design*
7	11/5/11	How to Test Software, Strategies and Technologies for Creating Clickable prototypes (including HTML)	Clark – Chapters 9-11
8	11/12/11	The Mobile Web, Utility Design, Inter-application Communication, Details of Touch, Multi-Touch & Gestures	
9	11/19/11	Game Design, Special items: Augmented Reality, Mobile Commerce, Quick Response Codes, Mapping Applications and Apps for Collaboration	
10	11/26/11	Final Exam, Presentation and discussion of Final Projects – Part 1	
11	12/3/11	Presentation and discussion of Final Projects – Part 2	
12	12/10/11	Presentation and discussion of Final Projects – Part 3	

Important Information for students

Attendance: The current BCIT policy on attendance will be enforced. Attendance will be taken at the beginning of each session. Students may not miss more than 10% of class time and successfully complete MDIA 1049. It is a student's responsibility to cover material from any missed classes or portion of class.

Punctuality: Students arriving late for class will have one mark deducted. Students arriving more than 15 minutes late will be marked as absent. Students leaving early (without prior arrangement) with be marked absent.

Breaks: There will be one 15 minute break approximately half way through each class. The break will accommodate each lesson plan. Students are expected to be back in class, and ready to resume within 15 minutes Students arriving late will have one mark deducted.

Participation: Students are expected to actively participate in class and to work on mastering and improving InDesign skills. Those choosing to work on other projects, surf the Net, etc. will be asked to make use of another lab and will be marked absent.

Assignments: Late assignments or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.