GEORGE MASON UNIVERSITY

Spring Semester 2017
Syllabus and Policies

AVT 419 & 519 / MOBILE APP DESIGN

Section 002 (419) & 001 (519)
MW 7:20 – 10PM
Art & Design Building 1023

Instructor: Eamonn Bourke
ebourke2@masonlive.gmu.edu

Prerequisite:
AVT BFA Graphic Design concentration,
AVT 311, AVT 313 or 414
or permission of instructor.

SYLLABUS & POLICIES

This syllabus and project statements serve as your guide throughout the semester. Refer to them frequently, you are expected to know and understand this information. There will be information covered in class that does not appear on this syllabus. Class attendance is MANDATORY.

DESCRIPTION

This course introduces students to designing user interfaces, and experiences for mobile devices. Students will be exposed to designing for a variety of mobile platforms including tablet, phone and mobile web interfaces.

OBJECTIVES

Students will develop skills in designing and prototyping mobile applications with an emphasis on usability, user interface and user experience design. The course covers the following areas:

1. Principles of mobile user experience
2. Principles of mobile interaction design
3. Basic mobile usability guidelines
4. User experience research and documentation
5. Information architecture, wireframing, and user testing
6. Mobile app visual design and interactive prototyping
7. Learn and use Sketch, the latest design standard in web and mobile ux/ui design tools
8. Provide skills that will enhance portfolios + digital platform design knowledge

CONTENT

There are four major projects that include several progress assignments, a mandatory event attendance/write up, and a final presentation for each project. Projects and assignments may overlap and are subject to change.

Project 1 – Mobile Website Redesign

This project will focus on mobile phone and tablet layout. This warm up exercise will introduce students to designing for mobile devices from a familiar source, websites on the internet. The goal of this exercise it to initiate the use of design patterns needed to be successful on the other projects planned for this semester. This quick turn around project will focus on rapid wireframing, visual design, and mock up presentation of basic mobile interaction patterns. Requirements will be defined on Project 1 assignment sheet.

Project 2 – Tablet Native App Design

Students will select a topic or subject area of interest, and design a tablet (iPad or Android) specific application. This project will introduce students to designing for a larger mobile device screen, dual orientations, gestural functionality, and the creation of custom app features. The goal of this exercise is to design with purpose around the chosen platforms native capabilities like touch and gestural navigation. Project details will be defined in the Project 2 assignment sheet.

Project 3 – Phone Native App Design

Students will select a “real life” client to work closely with, and design a mobile phone (iPhone or Android) application interface that fulfills the needs of that client by providing an outstanding user experience and usable design. The “real life” client should be local to the DC Metro area, and have final approval from the professor. Project details will be defined in the Project 3 assignment sheet.

Project 4 – Wearable & Companion Mobile Device App Design (Final Project)

Imagine de-cluttering your life by carrying one less device, item, object or piece of technology with you on a daily basis. What if instead of having this item on you at all times, there was a digital application that allowed you to never have to carry it around again? Now take it a step further and add in a wearable device application that assists you in de-cluttering your life. This project will focus around designing for wearable devices (watches, bands, glasses, VR headsets, clothing, etc.) as the primary objective, and the pairing of that wearable device on a mobile phone or tablet interface. Project details will be defined in the Project 4 assignment sheet.

Event Attendance / Write Up Assignment
Attend any DC area UX/UI/Design event focused on mobile applications, web, VR (virtual reality, immersed experiences), responsive design, etc. Write a one (1) page write up summarizing your experiences at the event. Include 1 business card of a network connection you engaged with during the event. Event organizers include but are not limited to AIGA, RefreshDC, UXPA DC, IXDA DC, and NOVA UX. These events are usually held on Wednesday's and students who arrange ahead of time are excused from attending class to attend the Event Attendance requirement. Write ups are due on the last day of class - May 6, 2017.

DESIGN PROCESS
Students should follow the recommended design process as outlined in the project assignment sheets. The quality of your work throughout the design process is an important factor in the grading of each project.

Research Phase
Criteria Analysis
Competitive Analysis
Use Case Scenarios

Discovery Phase
Site Map Design
Initial Sketches
Wireframe Design
Interactive UX Mock/Wireframes

Design Phase
Mood Board Design
Visual Design Phase (applying brand + visual UX elements)
Prototyping with Transitions (Flinto, Invision, Axure, Principle, Marvel, etc)
Final Product Design
Final Presenation of Designs

COURSE DROPBOX FOLDER
Students will create a course Dropbox folder using a free or existing account on www.dropbox.com for submitting all documentations of the research, discovery and design phases. These Dropbox folders should be up by the time you submit your first assignment. Folders are to be named in this format "Last Name, First Name" and shared with the professor to his Dropbox email account of ebourke2@gmu.edu (***note the 2 in ebourke2).

CLASSROOM POLICIES

- No food or beverages are permitted in the classroom.
- **NO TEXTING** or phone calls in class. If you have an emergency call, please step outside the classroom.
- No playing games on phones or tablets (unless research related).
- Projects/assignments are due at the beginning of class without exception. Late submissions receive a full letter grade down for delay of each day it is late. If you arrive late the day an assignment is due, your project will be considered late and grade will be lowered one full letter grade. Projects will not be accepted later then one week after the due date.
- Failure to turn in any project or assignment will result in a failing grade of "F" for the class/semester.
- Students arriving later then 10 minutes to class will be marked tardy. Students arriving 30 minutes late to class will be marked absent. Students who leave before the class is dismissed will be counted as absent.
- If you miss 3 classes (including excused or unexcused), your final grade will be reduced by a full letter grade.
- E-mails to the instructor for the purpose of getting the lecture material and the homework will **NOT** be answered.
- Students must be prepared for class to be counted as present, i.e. having all necessary supplies, computer files, sketches, etc.
- Attendance and participation in critiques is **MANDATORY**. You may be counted as absent if you do not participate in critiques or do not have the required work to present at in-progress and final critiques.

GRADING POLICY

There are 400 total points for all projects and assignments.

Project 1 – 25 points
Project 2 – 75 points
Project 3 – 100 points
Project 4 – 150 points
Event Attendance/Write Up – 25 points
Class Participation – 25 points

386-400 = A+; 371-385 = A; 360-370 = A-
347-359 = B+; 334-346 = B; 320-333 = B-
307-319 = C+; 294-306 = C; 280-293 = C-
240-279 = D; below 240 = F

REQUIRED READINGS

Tapworthy: Designing Great iPhone Apps
Josh Clark, O'Reilly Media, Inc; 1st Edition (June, 2010)

RECOMMENDED READINGS

Website Design & Usability
Information Architecture for Designers
Peter Van Dijck, Roto Vision, 2003

Don't Make Me Think! – A Common Sense Approach to Web Usability
Steve Krug, New Riders Press; 2nd Edition (August 28, 2005)

MATERIALS

- A Dropbox account
- USB Drive, Flash Drive, or external hard drive (it is important to backup your work)
- Sketchbook, pens, pencils and any other sketching supplies
- iPhone or Android phone (recommended)
- iPad or Android tablet (recommended)
- Download Sketch App @ https://sketchapp.com

UNIVERSITY AND SCHOOL OF ART POLICIES

University and School of Art Policies

In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

ArtsBus

Dates for Spring 2017:
February 18
March 25
April 18

ArtsBus Credit:
* Each student must have up to 5 AVT 300/Artsbus credits before graduation. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment.
* If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: http://artsbus.gmu.edu "Student Information" for additional, very important information regarding ArtsBus policy.

* Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

Visual Voices Lecture Series
Dates for Spring 2017:
January 26
February 9
March 9
March 23
March 30

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater: http://soa.gmu.edu/visualvoices/

Important Deadlines

January 1 Day of Week	*Sunday*
Martin Luther King Day (no classes)	Mon Jan 16
First day of classes; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed	Mon Jan 23
Last day to add classes—all individualized section forms due Last day to drop with no tuition penalty	Mon Jan 30
Last day to drop with a 33% tuition penalty	Mon Feb 13
Final Drop Deadline (67% tuition penalty)	Fri Feb 24
Immunization Record Deadline	Wed Mar 1
Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web	Mon Feb 20 – Fri Mar 24
Selective Withdrawal Period (undergraduate students only)	Mon Feb 27 – Fri Mar 31
Spring Break	Mon Mar 13 – Sun Mar 19
Incomplete work from Fall 2016 due to Instructor	**Fri March 31**
Incomplete grade changes from Fall 2016 due to Registrar	**Fri April 7**
Dissertation/Thesis Deadline	Fri May 5
Last day of classes	Sat May 6
Reading Days Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.	Mon May 8 – Tue May 9
Exam Period (beginning at 7:30 a.m.)	Wed May 10 – Wed May 17
Commencement and Degree Conferral Date	May 20

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed) , LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

Students with Disabilities and Learning Differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

Official Communications via GMU E-Mail

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Honor Code

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously. No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, A Writer's Reference.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

Writing Center

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.