



Special Topics in Communication [Mobile Media] Spring 2020

Class Schedule: 1:40 – 2:55 p.m. at College Center M024

Instructor:

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Office Hours:

TBA

Course Description: The goal of this course is to bridge both the consumption and creation aspects of mobile media (e.g., apps, mobile web, locative media) to offer a holistic understanding of today's mobile media-driven communication culture, including trends in design and content creation. Contextualized in the understanding of the impacts of mobile media in a global society and in our everyday life, this course will also cover the following topics:

- ⇒ mobile user experience (UX) and user-centered approach to app prototyping,
- ⇒ mobile design principles and visual design guidelines for iOS and Android,
- ⇒ latest trends in app and mobile web design, and
- ⇒ mobile-optimized multimedia content creation (text, video, and graphics).

Course Objectives: The objectives of this course are to

- offer an understanding on mobile media's impact not only in our social and individual lives but also in selected sectors such as health, geolocation, and commerce;
- identify ethical issues and privacy concerns in the use of Social-Locative-Mobile (So-Lo-Mo) media;
- introduce user-centered app design approach and human interface guidelines for iOS and Android platforms;
- offer an experience of creating a user-centered app prototype;
- train how to execute and interpret app usability tests;
- introduce strategies for creating mobile-optimized content, both text and visual.

Learning Outcomes: Upon successful completion of this course, students will be able to

- develop an understanding on mobile media's impacts in our personal and social lives;
- recognize and understand the privacy and ethical issues associated with use of So-Lo-Mo media;
- review and assess apps for Android and iOS following the guidelines for these platforms;

- prepare textual content optimized for mobile web and apps;
- create mobile-optimized visual content (graphics and videos) using iPhone/smartphone apps;
- plan and develop interactive app prototypes around users' needs.

Reading:

- Selected chapters from "Routledge Companion on Mobile Media," edited by Gerard Goggin and Larissa Hjorth (2014). (Accessible through library's Course Reserve; it is suggested that you borrow the book for reading in the library.);
- Selected chapters from "Mobile & Social Media Journalism: A Practical Guide," by Anthony Adornato (2018). (Accessible through library's Course Reserve; it is suggested that you borrow the book for reading in the library.);
- Articles and reports posted on Moodle for different course topics and modules.

Recommended Gadgets:



- For video shooting with smartphone/iPhone: *Acuvar 50" Inch Aluminum Camera Tripod with Universal Smartphone Mount + Bluetooth Wireless Remote Control Camera Shutter for Smartphones (can be purchased on [Amazon.Com](https://www.amazon.com))*



- FiLMiC Pro: It is a video camera app to generate broadcast-worthy or more better quality video output. It can be bought with \$14.99 from App Store or Google Play. [More information](#)



- "VSCO" app for Photography (free app)

Note: Though these are recommended items, you are strongly encouraged to acquire the tripod and FilmicPro app. The tripod may cost you around 15 – 20 dollars on Amazon.Com. If you cannot have the tripod, you or your group can borrow one from the instructor for couple of hours for the purpose of assignment-related shooting.

Back-ups:

- For back-up(s): *USB Drive, iCloud Storage, Dropbox, OneDrive and/or Google Drive.* [Though it is recommended, it is the responsibility of students to make sure that they back up course- and assignment-related materials.]

Software Sign-Ups and Downloads:

Figma



You will need to use one of these four prototyping/design tools for learning app prototyping. These all are industry-standard prototyping tools. You will be able to access pro version of XD, InVision and Figma being a student. With free account, MarvelApp allows you to work on two projects. More details on which tool is ideal for you will be available on Moodle's section on "Design and UX."



Please install mobile storytelling apps -- Adobe Spark **Page**, Adobe Spark **Post** and Adobe Spark **Video** -- on your smartphone. You can access these applications through your desktop as well. You will just need to use your Adobe username and password to access [Adobe Spark](#) assets.



Mobirise is a mobile web-building software. It is free. Please download it on your personal computer. You do not need to know coding to develop a mobile website using Mobirise. This software is designed for mobile-first approach in designing. You can download Mobirise from <https://mobirise.com/>

Grade Distribution:

Class Activities & Participation	:	20 points (10%)
Homework Assignments (4)	:	20 points (10%)
App Report	:	10 points (5%)
Mid-term Analysis Paper	:	20 points (10%)
Group Projects (3)	:	60 points (30%)
<i>Group presentation on impacts</i>		<i>(10 points)</i>
<i>User-centered app prototyping</i>		<i>(40 points)</i>
<i>Video project</i>		<i>(10 points)</i>
Mobile-optimized Content		

A	93 - 100
A-	90 - 92.9
B+	87 - 89.9
B	83 - 86.9
B-	80 - 82.9
C+	77 - 79.9
C	73 - 76.9
C-	70 - 72.9
D+	67 - 69.9
D	60 - 66.9
F	0 - 59.9

Creation (2)	:	70 points (35%)
<i>Storytelling with Adobe Spark</i>		<i>(20 points)</i>
<i>Content Showcase with Mobirise</i>		<i>(50 points)</i>
Total	:	200 points (100%)

Assignment Briefs:

Activities & Participation (10%). Since this class is about learning by doing, thinking, critiquing and planning, there will be a good number of activities. Almost every class will have an activity -- from app analysis to smartphone video to mobile storytelling. The instructor will keep a tally of students' participation in various activities. Loyola's letter grade scale will be applied to grade this segment of the coursework.

The instructor will consider active participation and/or quality of participation in focused discussion on a contemporary topic/issue, and general discussion to grade this segment of the coursework.

App Report (5%). Throughout the semester, each student will be expected to present a report (about 5-minute long) on an app following assignment guidelines. Schedule of app presentation will also be available on the Moodle's [Syllabus and Assignments](#) section.

Mid-term Analysis Paper (10%). The goal of this analysis paper is to assess your understanding of mobile media-driven communication culture and practices discussed in Module 1. In this analysis paper, students will be expected to list and explain 10 learning notes from Mobile Media Impacts-related readings and presentations in class. [Detailed prospectus will be available on Moodle's "Assignments" folder.]

Homework Assignments (10%). Four homework assignments will be designed to help students learn app design/prototyping, execute usability tests and create mobile-optimized content. [Detailed prospectus for each homework assignment will be available on Moodle's [Syllabus and Assignments](#) folder.]

Group projects (30%). First group project will be a presentation on a mobile media impact topic. In the second group project, each group of 2 – 3 students will work on an user-centered app design for an improved version of an existing app or a new app on an innovative idea. Third group project will be a smartphone video project. Detailed prospectus for group projects will be available on the Moodle's [Syllabus and Assignments](#) section.

Storytelling Projects (35%). Students will be expected to work on two individual projects in this class. ONE of these projects will be about creating multiple content for mobile-optimized Email dispatch/newsletter with Adobe Spark and then distribute the content through MailChimp/MailerLite. [Detailed prospectus will be available on Moodle's "[Syllabus and Assignments](#)" section.]

In another project (which will be the FINAL project), students will adopt a mobile-first approach to demonstrate their proficiency in creating and presenting mobile-optimized content through a mobile website. This project is labeled as "Showcase Content" project. Students will showcase the content that they have created in this course through this mobile website. Students will utilize an easy-to-learn industry-standard mobile website software – Mobirise – and Accelerated Mobile Pages (AMP) layout to create a website that will be hosted on a web server. [Detailed prospectus will be available on Moodle's "[Syllabus and Assignments](#)" section.]

Class Attendance Policy:

Attendance Policy. Students are expected to come to every class session. The success of many aspects of class, like discussion, peer critiques, and class activities, will depend on attendance. Attendance is recorded at the beginning of each class session.

Students who choose not to attend will be penalized for excessive absences as follows:

- 1 or 2 unexcused absences = No effect on the final course grade
- More than 2 unexcused absences = Minus one letter grade for each absence

Grade Reduction Examples. A student earning an overall “B+” on all the assigned work and having four unexcused absences will receive a penalty of two grades (4 unexcused absences minus 2 allowed) or a Final Class Grade of “B-.” Another student earning a “C+” and having six unexcused absences will receive a penalty of 4 letter grades (6 unexcused absences minus 2 allowed) or a Final Class Grade of “D.”

If, for reasons of health or other emergency, a student knows that he/she will be absent from class for several days, the student should inform the Academic Advising and Support Center (AASC) by telephone 410-617-5050. The AASC will, in turn, notify the student’s instructors. *Only instructors can excuse absences.*

Definition of an Excused Absence. Excused absences are identified by the course instructor. Such excused absences include health problems, family and personal emergencies, absence from campus on official University activities such as athletic competition or academic field trips. In some of these cases, students will be expected to provide appropriate documentation (e.g., doctor’s note).

Excused Absence for University-approved Activity. The student is responsible for personally informing the course instructor of such University-approved activities and must not expect other persons to convey such information to the course instructor. Therefore, absences for official university activities will not be excused unless the student personally informs the course instructor about them.

Class Policy on Assignments and Absences. If you are absent, it is your responsibility to get notes from a classmate and to makeup missed assignments; quizzes cannot be made up following an unexcused absence. Make-up version of the quiz will be different from the original version. Exceptions are intended to accommodate illness, emergencies, religious holidays, and university-sponsored trips.

Class Policy on Excessive Absences. If a student’s absences, both excused and unexcused, reach what the course instructor considers to be unacceptable proportions, the course instructor reserves the right to make a professional judgment that a student has not satisfactorily completed the course and to record a final grade of “F” for the student.

Other Class Policies:

Student Athletes. Each student athlete is required to provide to the course instructor printouts of documents indicating class absences for athletic events. While absences for mandated athletics events are excused, missed work is not excused and must be made up. When necessary, negotiate deadline extensions with the course instructor.

Learning Disabilities. To request academic accommodations for a disability, contact the Disability Support Services (DDS) Office at 410-617-2062. It is your responsibility to present letters from the DSS Office indicating your need(s) for accommodation of disabilities to the course instructor within the first two weeks of class. Every effort will be made to provide such accommodations in this course while respecting the student's privacy.

Loyola University Deadline for Course Withdrawals. The Course Calendar gives the university's deadline for withdrawing from a course with a grade of "W." Following this date, students not successfully completing the course will receive a final grade of "F."

Inclement Weather. If the University, due to inclement weather or another event, cancels a class meeting we will follow the University's make-up schedule. Refer to the University's website or phone line to confirm that class has been canceled.

Honor Code. Misrepresenting oneself by cheating on quizzes or tests, failing to cite sources for quotations, paraphrasing, or outside media assets, turning in another person's work, or turning one's own work for another class or university activity is a serious breach of faith with the academic community, as defined by the Loyola University Honor Code Statement:

The students of Loyola University Maryland are citizens of an academic community that will conduct itself according to an academic code of honor, following the Jesuit Ideal of cura personalis and keeping within the school motto, "Strong Truths Well Lived."

"The students of this University understand that having collective and individual responsibility for the ethical welfare of their peers exemplifies a commitment to the community. Students who submit materials that are the products of their own minds demonstrate respect for themselves and the community in which they study."

"All outside resources or information should be clearly acknowledged. If there is any doubt or question regarding the use and documentation of outside sources for academic assignments, your instructor should be consulted. Any violations of the Honor Code will be handled by the Honor Council."

The course instructor is duty bound by membership in the Loyola academic community to report Honor Code infractions to the Honor Council. Honor Code violations confirmed by the Course Director are punishable by a grade of "F" for the test or assignment in the first instance and for the course in the second. For more information about the Loyola Honor Code, see <http://www.loyola.edu/academic/honorcode>

The Department of Communication Honor Code policy reiterates that the university honor code applies to all CM courses, including this one. The Course Director will follow the Department of Communication's policy guidelines for honor code violations if any infraction of the code occurs. The department's policy is available upon request.

All assignments and projects submitted in this course must be your own work. When an image or text is gathered from the Web and another source, proper APA formatted citations must accompany the assignment. Use library resources available at <http://www.loyola.edu/library/REF/apa.htm> to verify the format. In design document, you may want to link an electronic source information with the correct Web address or URL.

Appeal of a Grade. The grade appeal policy in the current Loyola University Undergraduate Catalog applies. This policy provides adjudication of written student appeals submitted with four months following issue of the grade in question. Appeals go first to the course instructor. Unresolved appeals are reviewed first by the department chair, and then, if still unresolved, to a two-person panel appointed by the department chair for final determination.

Course Schedule

Course Overview and Mobile Media Landscape

<p>Jan. 14</p> <ul style="list-style-type: none"> • Course Overview • Discussion on “Scope of Mobile Media” & Career in Mobile Media • History of Mobile Phones <p>Jan. 16</p> <ul style="list-style-type: none"> • History of Mobile Apps • Smartphone Usage Trends/Patterns in U.S. 	<p><i>Reading via Moodle:</i></p> <p>“Mobile media: Coming of age with a big splash”</p> <p>“History of Mobile Phones”</p>
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MODULE 1: Impacts of Mobile Media

<p>Jan. 21 Lecture: Mobile Media Impacts: Review of Research</p> <p>Focused discussion <i>Review research findings & “Amazon Go”</i></p> <p><i>Texting, Reading and Mobile Devices</i></p>	<p><i>Reading via Moodle:</i></p> <p>Jan. 21 Article: “Smartphones”</p> <p>Article: “Digital Wallet and NFC”</p>
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<p>Jan. 23 Mobile Media Impacts: News & Journalism (“Mobile First Newsroom”)</p> <p>Group Presentations on “smartphones and news/journalism”</p> <p>Focused Discussion</p> <ul style="list-style-type: none"> • <i>Push Notification and Breaking News</i> 	<p>Report: “For teens, phone calls are reserved for closer relationships”</p> <p>Report: “Behind Facebook’s WhatsApp purchase . . .”</p> <p>Jan. 23 Chapter 2 of “Mobile & Social Media Journalism: A practical Guide”</p> <p>Report: “Fake news on the Internet . . .”</p> <p>Report: “Facebook, Twitter play different roles in connecting mobile readers to news”</p>
<p>Jan. 28 Mobile Media Impacts: Health</p> <p>Group presentations on mhealth and mCommerce</p> <p>Focused Discussion: <i>Fitness/wellness apps = health apps</i></p> <p>Jan. 30 Lecture: SO-LO-MO, Privacy and Ethical Issues, Android & iOS’s content and privacy policies</p> <p>Group presentation on “Mobile Media, Privacy and Ethnical Issues”</p> <p>Focused Discussion: <i>When an app tracks your location. How do you feel about it?</i></p> <p><i>Privacy & Security: FBI vs. Apple</i></p> <p>Feb. 4 Lecture: App Economy & mCommerce</p> <p>Group presentation on “Mobile Media and mCommerce”</p>	<p><i>Reading via Moodle:</i></p> <p>Jan. 28 Report: “Future of the Smartphone for Patients and Healthcare Providers”</p> <p>Report: “58 percent of smartphone users have downloaded a fitness or health app”</p> <p>Report: “Smartphones Overtake Computers as Top E-Commerce Traffic Source”</p> <p>Report: “Most Digital Buyers Will Make Purchases via a Smartphone by 2017”</p> <p>Report: “How Consumers Really Feel About Push Notifications”</p> <p>Feb. 1 Routledge Book Chapter 5: “Mobile Locative Media”</p> <p>Report: “Uber wants to track your location even when you’re not using the app”</p> <p>Report: “How to stop Uber from collecting your location data on iOS and Android devices”</p> <p>Report: “The 'chilling' implications of Apple unlocking a terrorist's phone”</p>

	<p>Feb. 4: Article: “The State of the App Economy: 2019 and the Beyond” (by Eric Benjamin Seufert)</p> <p>Article: “The Economics of Mobile App” (by Amelia Josephson)</p>
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Module 2: App Design and UX

<p>Feb. 6 Lecture: Mobile App Design Principles and iOS and Android Design Guidelines</p> <p>Activity: <i>App Analysis</i> <i>App Report 1</i></p> <p>Feb. 11 Lecture: Mobile User Experience (UX) and User-Centered Design Approach</p> <p>Activity: <i>User Research Activity</i> <i>App Report 2</i></p> <p>Feb. 13 Lecture: User-Centered Design Approach</p> <p>Activity: <i>User Research Activity</i> <i>App Report 3</i></p> <p style="background-color: yellow;">Analysis paper is due on Feb. 13.</p>	<p><i>Reading via Moodle:</i></p> <p>Feb. 6 Article: “Principles of Mobile App Design”</p> <p>Resource: “iOS Human Interface Guidelines”</p> <p>Resource: “Design for Android”</p> <p>Feb. 11 - 13 Article: “Getting into the Mobile App User’s Mind – User Research for Mobile Applications”</p> <p>Article: “A User-Centered Approach to Mobile Design”</p>
<p>Feb. 18 App Design and Prototyping</p> <p>Activity: <i>App Prototyping Lesson - 1</i> <i>App Report 4</i></p>	<p><i>Reading via Moodle</i></p> <p>Feb. 20 Mendez’s Chapter 7: “How to prototype in Mobile”</p> <p><i>Tutorials:</i></p>

Homework 1 is due on Feb. 17.	Prototype Software Tutorials in the Moodle's "Tutorials" Folder
Feb. 20 App Design and Prototyping Activities: <i>App Prototyping Lesson - 2</i> <i>App Reports 5</i>	<i>Tutorials:</i> Prototype Software Tutorials in the Moodle's "Tutorials" Folder
Feb. 25 App Design and Prototyping Activities: <i>App Prototyping Lesson - 3</i> <i>App Report 6</i> Homework 2 is due on Feb. 24. Feb. 27 App Usability Testing Activities: <i>Creating and executing a UserTesting plan</i> <i>App Report 7</i>	<i>Tutorials:</i> Prototype Software Tutorials in the Moodle's "Tutorials" Folder
March 2 – 8 (Spring Break)	
March 10 App Prototype Project day March 12 Group Presentations on App Prototype Project	

MODULE 3:

Mobile-Optimized Content

March 17 Lecture: Writing for mobile apps and mobile web	<i>Reading via Moodle:</i> March 10 Book chapter: "Writing for Interactive Communication"
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<p>Activity: <i>Analyzing articles/stories written for mobile web/app</i></p> <p><i>App Reports 8 - 9</i></p> <p>March 19 Lecture: Writing for mobile apps and mobile web II</p> <p>Activity <i>Writing for mobile apps and mobile web</i></p> <p><i>App Reports 10 - 11</i></p>	<p>Article: "Writing for mobile: Bite-size Basics"</p> <p>Article: "How to Write Content That Engages Mobile Readers"</p> <p>Article: "Writing for Mobile Audience"</p> <p>March 12 Article: "Tips to better writing for the mobile web"</p> <p>Article: "News writing with mobile eyes in mind"</p> <p>Article: "Writing headlines for digital and mobile media"</p>
<p>March 24 Mobile-optimized visual content</p> <p>Activity: <i>Using iPhone apps [Adobe Spark] to create, package and publish content</i></p> <p><i>App Report 12</i></p> <p>March 26 Formatting and distributing mobile-optimized content</p> <p>Activity: <i>Creating a landing page/Mobile-friendly eNewsletter with MailChimp/Mailerlite</i></p> <p><i>App Report 13</i></p> <p>Homework 3 is due on March 26.</p>	<p><i>Tutorials:</i> Adobe Spark Tutorials in the Moodle's "Tutorials" Folder</p> <p>MailChimp/Mailerlite Tutorials in the Moodle's "Tutorials" Folder</p>
<p>March 31 Smartphone Videography</p>	<p><i>Reading via Moodle:</i> April 3</p>

<p>Activity: <i>Smartphone Video</i></p> <p><i>App Report 14</i></p> <p>April 2 Smartphone Videography.</p> <p>Activity: <i>iPhone/smartphone video - 2</i></p> <p><i>App Report 15</i></p> <p>Storytelling project is due on April 2.</p>	<p>Handout by Dr. Cook, "Cues of Professional Quality in Video Production"</p> <p>Routledge Book Chapter 13: "Mobile Video"</p> <p>Article: "5 Reasons to Start Using iPhone Video"</p> <p><i>Tutorials:</i> iPhone video-related tutorials in the Moodle's "Tutorials" folder</p> <p><i>Readings:</i> April 5 Article: "How to live stream on Facebook"</p> <p><i>Tutorials:</i> iPhone video-related tutorials in the Moodle's "Tutorials" folder</p>
<p>April 7 Smartphone Photography and Mobile-Optimized Graphics</p> <p>Activity: <i>Working with VSCO app and creating scalable vector graphics.</i></p> <p><i>App Report 16</i></p>	<p><i>Tutorials:</i> Tutorials on VSCO app and Illustrator Draw is available in the Moodle's "Tutorials" folder.</p>
<p>April 14 Mobile Web: Latest Design Trends and Innovations</p> <p>Activity: <i>Tutorial-based Mobirise Activity - 1</i> <i>App Report 17.</i></p> <p>Homework 4 is due on April 14.</p> <p>April 16 Mobile Web</p>	<p><i>Reading via Moodle:</i> Article: "Why mobile first design is the only 2019 strategy that will work" (Search Engine Watch)</p> <p>Article: "Accelerated mobile pages (AMP): Are they worth it?" (Search Engine Land)</p> <p><i>Tutorials:</i> Mobirise and AMP tutorials are available in the Moodle's "Tutorials" folder</p>

<p>Activity: <i>Tutorial-based Mobirise Activity - 2</i> <i>App Report TBA</i></p> <p>Group project: Smartphone video is due on April 16.</p>	
<p>April 21 Mobile Web</p> <p>Activity: <i>Tutorial-based Mobirise Activity - 3</i> <i>App Report TBA</i></p> <p>April 23 Mobile Web</p> <p>Activity: <i>Review of Mobile Web Learning</i></p>	<p><i>Tutorials:</i> Mobirise and AMP tutorials are available in the Moodle's "Tutorials" folder.</p>
<p>April 28 <i>Review of Course Materials and Final Project</i></p> <p>May 5 Final (individual) Project "Content Showcase" is due by noon.</p>	

Notes:

Instructor may update and modify this course schedule during the semester because of any emerging logistic reason and/or unexpected circumstances, such as class cancellation due to inclement weather.

"Extra Credit" Policy: By participating in extra-credit assignments, a student can earn maximum 5 points in this course. Assignment for each extra-credit work will include information about total points (ranging from 2 – 3 points) allocated for that assignment. Not only participation, quality of work will also be assessed in the grading process of an extra-credit assignment.