

# CTIN 405 - Design and Technology for Mobile Experiences

## USC School of Cinematic Arts, CTIN 405

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**Course Description:**

The last year has seen a dramatic shift in the way mobile experiences are built. The iPhone and Android platforms have enabled designers and developers to come up with unique and novel products. These new platforms are only one element of the rapidly evolving mobile landscape, one that is filled with opportunities to create engaging new experiences that are uniquely mobile.

This class is designed to teach students core conceptual and technical skills necessary to design and implement compelling mobile experiences. The emphasis of the class will be on developing project ideas based on readings and class discussion, and implementing working prototypes based on those concepts. The class will present guides and code samples for such technologies as the iPhone SDK, Mobile Processing (J2ME), VXML, Arduino, and Flash Lite.

Students will:

- Learn core mobile design concepts
- Implement working prototypes of their designs
- Become familiar with core mobile technologies, and understand how to use these technologies to help realize their designs
- Develop new methods and terminologies for a rapidly developing medium

**Meeting Information:**

Lecture: 2 hours

Units: 2

**Pre-requisites:** N/A

**Required Text:**

*Space, Time, Play: Computer Games, Architecture, and Urbanism*; Von Borries, Friedrich, Birkhäuser, 2007.

**Web Readings:**

Additional course readings will be made available on the class blog.

**Evaluation of student performance:**

Participation	10
Project Sketches	30
Team Projects	40
Final Project	20
<b>Total:</b>	<b>100</b>

## Course content

### Week 1: Introduction

Presentation: Overview of the course syllabus. "Theory Objects" and Mobile Sketching. Overview of Core Platforms and Toolkits.

Exercise: What does mobile mean to you?

Web Readings:

- *To Be Posted on Blog*

Assignment:

- Post First Sketch to the class blog.

### Week 2: MLK JR. Holiday - No Class

### Week 3: New Interfaces

Presentation: Overview of New Mobile Interfaces and Applications. Dynamic Sonic Landscapes. Invisible interfaces.

Class Presentations: 1st Sketches

Exercise: Create teams for 1st Project

**Due: Sketch 1**

Reading:

- Re-Place-Ing Space (Harrison and Dourish)

Assignment:

- Post Second Sketch to the class blog.

### Week 4: Defining "Place"

Presentation: The distinction between Place and Space, and its importance in mobile design.

Class Presentations: 2nd Sketches

**Due: Sketch 2**

Web Reading:

- Urban Free Flow: The Individual as an Active Performer (Feireiss)
- Shadow of the Colossus: Player versus Terrain (Thomas)
- The Rise of the Sensor Citizen (Galloway)
- The Street as Platform (Hill)

Assignment:

- Post Third Sketch to the class blog.

### Week 5: Mobile Cities

Presentation: Sensor Networks and Mobile Devices. Exposing the APIs of Cities: The Mirror's Edge Solution? Battling our environments with technology.

Class Presentations: 3rd Sketches

**Due: Sketch 3**

Workshop: Project 1

Reading:

- Mmr (Redlinger)
- Botanicalls (London)
- Mir:ror (Violet)
- A Manifesto for Networked Objects (Bleecker)

Assignment:

- Project 1 Due After Holiday

### Week 6: President's Day - No Class

### Week 7: Mobile Spaces & Smart Objects

Presentation: Mobiles as Remote Controls: Situated Computing in Buildings. "Blogjects."

Class Presentations: Project 1

**Due: Project 1**

Reading:

- Smart Mobs, Chapter 2: Technologies of Cooperation (Rheingold)
- Web: Social Mobiles (Jones)

### Week 8: Mobile Culture

Presentation: Survey of Mobile-Social applications & research. Smart Mobs and other Network Effects. Mobility and Social Context.

Reading:

- Mogi: Location Based Services - A Community Game in Japan (Joffe)
- Ubiquitous Gaming: A Vision for the Future of Enchanted Species (McGonigal)

### Week 9: Ubiquitous Mobile Games

Presentation: Real worlds as playing fields. Leveraging the city for game mechanics. Re-imagining Playground Games.

Workshop: Project 2

**Due: Sketch 4**

Web Reading:

- Dr. Awesome (ngmoco)
- Aurora Feint (Cassley, Citron)

Assignment:

- Project 2 due after Spring Break
- Coin a term for a mobile gameplay mechanic that is uniquely mobile. Define what the term means, and how it relates to mobility.

### Week 10: Spring Break - No Class

### Week 11: Redefining Mobile Games

Presentation: Pervasiveness of casual games in the mobile market. Survey of current generation mobile games. Trends in mobile game mechanics.

**Due: Project 2**

Class Presentations: Project 2

Exercise: Mobile Game Mechanics

Reading:

- Animal Crossing: A Game in Time (Kelley)
- Narrative Space (Jenkins)

### Week 12: Pervasive Spaces and Narratives

Presentation: Augmented and Pervasive Realities. Narrative Spaces.

Workshop: Sketch 5

Web Reading:

- PacManhattan (Lantz)
- Placestorming (McGonigal)
- Rider Spoke (Blast Theory)

Assignment:

- Sketch 5 Due next week, posted to blog

### Week 13: Art, Performance & Fashion

Presentation: Survey of Performance-Oriented Mobile Experiences; Art; Wearables.

Workshop: Final Projects

**Due: Sketch 5**

Web Reading:

- To be Posted to class blog

### Week 14: Final Project Workshop

Workshop: Final Project Prototypes

### Week 15: Final Project Presentations 1

Class Presentations: First group of final projects

### Week 16: Final Project Presentations 2

Class Presentations: Second group of final projects

**Due: Final Projects**

Wrap-up and course evaluation

**In-class Workshops, Project Presentations, and Exercises:**

Each meeting of the class will consist of a lecture followed by either class project presentations and critiques, project workshops, or exercises. Class presentations allow students to get feedback on their work on a regular basis, while workshops and exercises allow the class to work on their projects and concepts and get help before larger projects are due.

**Sketches:**

During the course of the semester, students will design and implement 5 simple prototypes (sketches) of some idea or concept presented in the class. Sketches should be simple and focused, and are designed to help students get up and running quickly with their ideas without being held back by the task of creating larger scale projects.

**Web Readings:**

Certain snippets, articles, projects, interviews, blog posts, etc. will be posted each week on the class website for students to read. Many of these articles are named here, but will be linked on the blog.

**Projects:**

The course includes 2 larger team projects, which can either be extended versions of student sketches, or entirely new works. Projects, like sketches, should be focused on the assigned topic, which will be handed out in class. Each project will be preceded by a workshop designed to give students some real-time feedback or help with their work.

**Final Project:**

Students will work to create a final project for the class. Final projects should be more fully rendered prototypes than the sketches or the smaller 2 projects, but can be based on either a project or a sketch. Final Projects can investigate any concept(s) covered in class. For Final Projects, students can choose to work alone or in teams.

**Exams:**

This class will not have any exams.

**Missing a Project Deadline, Incompletes:**

The only acceptable excuses for missing a project deadline or taking an incomplete in the course are personal illness or a family emergency. Students must inform the professor before the exam and present verifiable evidence in order for a make-up to be scheduled. Students who wish to take incompletes must also present documentation of the problem to the instructor or teaching assistant before final grades are due.

**Note for students with disabilities:**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to us as early in the semester as possible. DSP is located in STU 301, and is open 8:30am - 5:00pm Monday through Friday. The phone number for DSP is (213) 740-0776.

**Academic Integrity:**

The School of Cinema-Television expects the highest standards of academic excellence and ethical performance from USC students. It is particularly important that you are aware of and avoid plagiarism, cheating on exams, submitting a paper to more than one instructor, or submitting a paper authored by anyone other than yourself. Violations of this policy will result in a failing grade and be reported to the Office of Student Judicial Affairs. If you have any doubts or questions about these policies, consult "SCAMPUS" and/or confer with the instructor.