

**IML 140**  
**Workshop in Multimedia Authoring:**  
**The Mobile Media Experience**

Spring 2014  
2 units  
Mondays, 10:00 – 11:50 am  
SCI L105

Professor: Tania Mulry  
Email: [tania@ddx-media.com](mailto:tania@ddx-media.com)  
Office Hours TBA

**COURSE DESCRIPTION**

Mobile applications are expected to generate billions of spending each year, igniting the imagination of brands and spurring the development of rich, compelling, interactive mobile apps and mobile websites to capture the attention of the public through the always-on device in their pockets.

IML 140: The Mobile Media Experience provides an in-depth analysis of the intersection of mobile, multimedia and culture. Throughout the course, students will utilize app development tools to design and deliver their own commercially viable mobile application, culminating in App store submission. The class will also cover the use of social networking and marketing to promote their application to the marketplace.

**REQUIRED MATERIALS**

- USC 2.0 Flash drive (minimum 4GB)
- All other readings are either provided as a URL or posted on the course wiki.

**ASSIGNMENTS**

- |                                 |     |
|---------------------------------|-----|
| • <b>In-Class Participation</b> | 20% |
| • <b>In-Class Presentations</b> | 20% |
| • <b>Final Projects</b>         | 60% |

**Individual participation.** Throughout the semester, readings will be assigned and the class will attend guest speaker sessions (scheduled during regular class time). In class discussion of these readings and guest speaker sessions is strongly encouraged.

**Group Projects.** The class will be split into groups that will research, conceptualize and develop a mobile application in conjunction with a local business, non-profit or charity. The application must be informed by the design language and goals of the business. Groups will periodically present progress to the class. Each student in the group should present an aspect of the project.

## **POLICIES**

### **Fair Use**

Fair use is a legal principle that defines certain limitations on the exclusive rights of copyright holders. The MAP program seeks to apply a reasonable working definition of fair use that will enable students and instructors to develop multimedia projects without seeking authorization for non-commercial, educational uses. In keeping with section 107 of the Copyright Act we recognize four factors that should be considered when determining whether a use is fair: (1) the purpose and character of use, (2) the nature of the copyrighted work, (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole, and (4) the effect of the use upon the potential market for or value of the copyrighted work. In general, we regard the reproduction of copyrighted works for the purposes of analysis or critique in this class to be covered by the principle of fair use.

### **Citation Guidelines**

All projects will need to include academically appropriate citations in the form of a Works Cited section, which covers all sources, in order to receive a passing grade. The Works Cited is either included in the project or as a separate document, as appropriate to your project. The style we use is APA 5th edition and you may refer to these guidelines: <http://owl.english.purdue.edu/owl/resource/560/01/>

### **Statement on Academic Integrity**

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. SCampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: <http://www.usc.edu/dept/publications/SCAMPUS/gov/>. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>.

### **Statement 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 me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday.

### **Emergency Plan**

In the event that classes cannot convene at the university, all IML courses will continue via distance education. Specifically, the IML portal and course wikis will be deployed to enable faculty-student interaction (asynchronously and also via virtual office hours), complete syllabi, course readings and assignments, software tutorials, project assets, parameters and upload instructions, peer review processes and open source alternatives to professional-level software used in the IML curriculum. Further details are available on the course wiki.

### **Disruptive Student Behavior**

Behavior that persistently or grossly interferes with classroom activities is considered disruptive behavior and may be subject to disciplinary action. Such behavior inhibits other students' ability to learn and an instructor's ability to teach. A student responsible for disruptive behavior may be required to leave class pending discussion and resolution of the problem and may be reported to the Office of Student Judicial Affairs for disciplinary action.

## WEEKLY SCHEDULE

The following weekly schedule is subject to change. Please consult the course wiki for the most current information, assignments and due dates.

### **Week 1**

Discussion: Introduction and course concept

Tools: XWiki - create personal page

Homework: "Introduce your mobile self" (Due Week 2)

### **Week 2**

Present: "Introduce Your Mobile Self"

In Class: Forming Groups / Defining Roles

In Class: Choosing your niche

### **Week 3**

In Class- Corporate Identity, Branding.

Homework: Branding Exercise I: Corporate Logo (Due Week 6)

Select "Customer" options

### **Week 4**

In Class Lab- Work on Corporate Logo

Tools: Introduction to Adobe Photoshop

Customer Options Due (Professor to contact)

### **Week 5**

Guest Speaker

### **Week 6**

Present "Corporate Logo"

Wix Website overview – In class Web lab

### **Week 7**

Discussion: Presentation Tools

Tools: Prezi and VuVox

Homework: develop a prezi or vuvox presentation for your mobile development company

### **Week 8**

In Class Lab

### **Week 9**

Guest Speaker

### **Week 10**

In Class Lab

**Week 11**

In Class Lab

**Week 12**

Tools: Introduction to Adobe After Effects

**Week 13**

Lab: Client Video using After Effects

**Week 14**

In Class Lab

**Week 15**

In Class Lab

**FINAL EXAMINATION**

FINAL PRESENTATIONS