

USC School of Cinema Television  
Interactive Media Division  
Design and Technology for Mobile Experiences

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## Overview

The proliferation of mobile devices with built-in networking capabilities offers a unique opportunity for designing compelling entertainment, productivity and information experiences.

The objective of this course is for students to develop a strong sense of the design challenges and opportunities presented by mobile technologies. Through readings and discussions, students will develop critical and pragmatic insights into designing mobile experiences and technology. Students will form design groups to execute a mobile project design using the principles from readings and class discussions.

## Week 1: Introduction

- Introduction to Design and Technology for Mobile Experiences
- Motivation for Mobile Experience Design
- Syllabus Review
- Survey and Review of Mobile Applications

## Week 2: Place vs. Space – Understanding the distinction between geographic space and social place.

- Discuss possible project concepts
- Design teams formed
- Students refine team projects
- (*"Re-Place-Ing Space: The Roles of Place and Space in Collaborative Systems"*, Harrison and Dourish)
- (*"Social Mobiles"*, Jones)

## Week 3: Mobile Technology and Ubiquity – What does it mean to be always on, everywhere?

- Design teams present project concepts to class for review and critique: project pitch, narrative descriptions.
- (*"Smart Mobs: The Power of the Mobile Many"*, Rheingold)

## Week 4: Mobile Society -

- Design teams present design document for project to class: requirements, wireframes, development technology
- (*"The Co-Existence of Cyborgs, Humachines and Environments in Postmodernity: Getting over the End of Nature"*, Luke)

- (*"A New Set of Social Rules for a Newly Wireless Society"*, Ito)

**Week 5: Mobile Social Practices – How does mobile technology become us? Are mobile social practices new or are they evolutions of existing ageless ones?**

- Design teams present initial project prototype to class for review, critique
- (*"The Gift of the Gab?: A Design Oriented Sociology of Young People's Use of 'Mobilize!'"*, Taylor and Harper)
- (*"Framing Mobile Collaborations and Mobile Technologies"*, Churchill and Wakeford)

**Week 6: Bringing the Physical to the Digital – What is the compulsion for integrating the physical and digital worlds?**

- Design teams present refined project prototype to class for review, critique
- (*"Camera Phones Changing the Definition of Picture-Worthy"*, Ito)
- (*"Urban Tapestries: Wireless Networking, Public Authoring and Social Knowledge"*, Lane)

**Week 7: Conceptual Mobile Practices – How does art-technology inform the possibilities for pragmatic designed objects?**

- Design teams continue project development
- Class discussion on the pragmatic aspects of situating and presenting innovative design technology projects for exhibition, financial support, commercial opportunities
- (*"Programming Media"*, Reas)
- (*"Mobile Feelings"*, Sommerer and Mignonneau)
- (*"Design Noir: The Secret Life of Electronic Objects"*, Raby)

**Week 8: Mobile Cities – What has the city become with the proliferation of mobile, wireless access to data?**

- Design teams present second prototypes for class review and critique
- Class discussion on ownership and copyright issues; developing professional networks and how to represent yourself and your work.
- (*"Space of Flows, Space of Places: Materials for a Theory of Urbanism in the Information Age"*, Castells)
- (*"The City of Bits Hypothesis"*, Mitchell)

**Week 9: The Network Is Us – When cyberspace is everywhere.**

- Design teams hand off prototypes for
- (*"The Era of Sentient Things"*, Rheingold)

### **Week 10: Approaches To Post Internet Design**

- (*"Situated Software"*, Shirkey)
- (*"Life after Cyberspace"*, Agre)

### **Week 11:**

- (*"Mobile Communications in the Twenty-First Century City"*, Townsend)

### **Week 12:**

- Class discussion on professionalizing yourself in your field.
- (*"How to Be a Leader in Your Field"*, Agre)

### **Week 13:**

- Student Presentations

### **Week 14:**

- Student Presentations

### **Week 15:**

- Student Presentations

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