

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Mobile Application Design	VCDE 405	VII	Theory 2	Practice 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	-	YES	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor	Assist. Prof. Dr. Mehdi Nourani	E-mail: <a href="mailto:mehdi.nourani@arucad.edu.tr">mehdi.nourani@arucad.edu.tr</a> Titan Building -TI OFF 18
Course Objectives	Nowadays we use multiple types of interfaces on a daily basis. This illustrates a humongous developing field and its importance in the field of media and communication. Thus, this course focuses on the design and mechanical aspects of an interface and the user experience connected to it. Student will learn the fundamentals of prototyping user experience and understand mapping of interfaces.	
Course Learning Outcomes	<ul style="list-style-type: none"> <li>• Ability to conceptualize and design User interfaces and user experiences in a professional manner.</li> <li>• Ability to conceptualize and design prototypes of User Interfaces.</li> <li>• Design Process involved in Designing user experiences.</li> </ul>	
Course Content	This course Provides an introduction to User interfaces and user experience. Teaching the mechanics behind interfaces with case studies of Websites, games, application, etc. as case studies. The student will learn a prototyping application Called Adobe XD which allows them to create the design version of an application and test certain aspects of the interface before any programming and development is needed.	

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Syllabus review: course requirements, assignment and assessment policies, and reading list	T	
2	<b>Empathise</b> Introduction to User Interface Design	T/P	<ul style="list-style-type: none"> <li>• Neil, T. (2014). <i>Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps</i>, Second Edition, O'Reilly Media publication. (ISBN: 9781449363635).</li> <li>• Malewicz, M., Malewicz, D. (2020). <i>Designing User Interfaces</i>, hype4 publication.</li> </ul>

3	<b>Empathise</b> User Experience and Why It Matters. UX wireframe drawing.	T/P	<ul style="list-style-type: none"> <li>Neil, T. (2014). <i>Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps</i>, Second Edition, O'Reilly Media publication. (ISBN: 9781449363635).</li> <li>Malewicz, M., Malewicz, D. (2020). <i>Designing User Interfaces</i>, hype4 publication.</li> </ul>
4	<b>Empathise</b> Solutions versus Ideas UX as a process and Psychology. UX wireframe design	T/P	<ul style="list-style-type: none"> <li>Neil, T. (2014). <i>Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps</i>, Second Edition, O'Reilly Media publication. (ISBN: 9781449363635).</li> <li>Malewicz, M., Malewicz, D. (2020). <i>Designing User Interfaces</i>, hype4 publication.</li> </ul>
5	<b>Define</b> Emotions and motivations. Application Design	T/P	<ul style="list-style-type: none"> <li>Neil, T. (2014). <i>Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps</i>, Second Edition, O'Reilly Media publication. (ISBN: 9781449363635).</li> <li>Malewicz, M., Malewicz, D. (2020). <i>Designing User Interfaces</i>, hype4 publication.</li> </ul>
6	<b>Define</b> UI/UX for Application Design	T/P	<ul style="list-style-type: none"> <li>Neil, T. (2014). <i>Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps</i>, Second Edition, O'Reilly Media publication. (ISBN: 9781449363635).</li> <li>Malewicz, M., Malewicz, D. (2020). <i>Designing User Interfaces</i>, hype4 publication.</li> </ul>
7	<b>Define</b> Application Design. Templet design	T/P	<ul style="list-style-type: none"> <li>Neil, T. (2014). <i>Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps</i>, Second Edition, O'Reilly Media publication. (ISBN: 9781449363635).</li> <li>Malewicz, M., Malewicz, D. (2020). <i>Designing User Interfaces</i>, hype4 publication.</li> </ul>
8	Mid-Term Project	---	-----
9	<b>Ideate</b> Project Paper work and Production Flow. Icon, color and font	T/P	<ul style="list-style-type: none"> <li>Tidwell, J. Brewer, C. &amp; Valencia, A. (2020). <i>Designing Interfaces Patterns for Effective Interaction Design</i>, Third Edition, O'Reilly Media publication. ISBN: 1492051969).</li> </ul>
10	<b>Ideate</b> Project Paper work and Production Flow	T/P	<ul style="list-style-type: none"> <li>Tidwell, J. Brewer, C. &amp; Valencia, A. (2020). <i>Designing Interfaces Patterns for Effective Interaction Design</i>, Third Edition, O'Reilly Media publication. ISBN: 1492051969).</li> </ul>
11	<b>Prototype</b>	T/P	<ul style="list-style-type: none"> <li>Tidwell, J. Brewer, C. &amp; Valencia, A. (2020). <i>Designing Interfaces Patterns</i></li> </ul>

	Project Paper work and prototype Flow		<i>for Effective Interaction Design</i> , Third Edition, O'Reilly Media publication. ISBN: 1492051969).
12	<b>Prototype</b> Prototyping of A working prototype of a Phone application	T/P	<ul style="list-style-type: none"> <li>Tidwell, J. Brewer, C. &amp; Valencia, A. (2020). <i>Designing Interfaces Patterns for Effective Interaction Design</i>, Third Edition, O'Reilly Media publication. ISBN: 1492051969).</li> </ul>
13	<b>Test</b> Prototype review	T/P	<ul style="list-style-type: none"> <li>Tidwell, J. Brewer, C. &amp; Valencia, A. (2020). <i>Designing Interfaces Patterns for Effective Interaction Design</i>, Third Edition, O'Reilly Media publication. ISBN: 1492051969).</li> </ul>
14	Review of projects	T/P	<ul style="list-style-type: none"> <li>Tidwell, J. Brewer, C. &amp; Valencia, A. (2020). <i>Designing Interfaces Patterns for Effective Interaction Design</i>, Third Edition, O'Reilly Media publication. ISBN: 1492051969).</li> </ul>
15	Final Submission of projects	---	-----

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	<ul style="list-style-type: none"> <li>Malewicz, M., Malewicz, D. (2020). <i>Designing User Interfaces</i>, hype4 publication.</li> <li>Neil, T. (2014). <i>Mobile Design Pattern Gallery: UI Patterns for Smartphone Apps</i>, Second Edition, O'Reilly Media publication. (ISBN: 9781449363635).</li> <li>Tidwell, J. Brewer, C. &amp; Valencia, A. (2020). <i>Designing Interfaces Patterns for Effective Interaction Design</i>, Third Edition, O'Reilly Media publication. ISBN: 1492051969).</li> </ul>
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	Account of adobe programs Access to a Computer with the program Adobe XD Notebook and min 3 color Pen

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz & Tutorials	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Discussion	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60
<b>TOTAL</b>		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES	
PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)

	1	2	3	4	5
Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.					
Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					
Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.					
Create an understanding of the impact and importance of visual culture in its diverse global forms.					
Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, along side the theoretical analysis of visual representation in its social context).					
Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.					
Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					
Have an understanding of different eras of visual communication and its historical development.					
Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.					
Understand visual cultures within a variety of past societies and contemporary and future design trends.					
Develop the knowledge of below and above the line visual design in a commercial context.					

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14	-	4	56
Preliminary Preparation and self- study	14	-	3	42
Mid-Term	1		10	10
Quiz	-	-	-	-
Assignment	-	-	-	-
Project	-	-	-	-

Field Study	-	-	-	-
Presentation / Seminar	-	-	-	-
Studio Practice	-	-	-	-
Final Examination/ Final Project/ Dissertation	1	-	20	20
Other	-	-	-	-
<b>TOTAL WORKLOAD</b>	-	-	-	128
<b>TOTAL WORKLOAD / 25</b>				5.1
<b>ECTS</b>				<b>5</b>

**ETHICAL RULES WITH REGARD TO THE COURSE**
**Plagiarism Disclaimer**

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

Note: Maximum similarity level is 20% in written assessments.

**ASSESSMENT DETAILS AND EVALUATION CRITERIA:**

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

Note: 70% attendance to courses is compulsory. Health reports are belonging to 30% absenteeism right.

<b>PREPARED BY</b>	Assist. Prof. Dr. Mehdi Nourani
<b>UPDATED</b>	22.09.2023
<b>APPROVED</b>	