

## JOUR 4900 Web Design for Mobile

Instructor: Juli James

Description: This course is an overview of design principles for the mobile web. We will use a case study approach and evaluate the design and production of mobile applications for journalism, advertising and public relations. In addition to the case study, students will incorporate best practices for mobile user experience (UX) and plan and produce an interactive design of a mobile application for digital storytelling (this can be on behalf of a newsworthy topic, for a client or a campaign).

Course Outline, Outcomes & Deadlines:

### Section 1:

- Overview of mobile design
- Design reflections and case study:
  - Web apps
  - Android & iOS
- Mobile UX
- Review of principles and best practices of design for mobile
- Outcomes
  - Mobile Design Critical Reflection (Feb 1, 2017)
  - Mobile App Design Brief (Feb 8, 2017)

### Section 2:

- Planning your own design for a mobile app
- Tools: Balsamiq
- Iterative design cycle (alpha testing, postmortems)
- Sketching, Wireframing
- Outcomes
  - Mobile App Wireframe (Feb 22, 2017)
  - Wireframe User Test Postmortem (March 1, 2017)
  - Prototype 1 (March 22, 2017)

### Section 3:

- Coding for Designers (Introduction)
- Tools: Wordpress.org
- Prototyping & User Testing
- Outcomes
  - Prototype 1 User Test (March 29, 2017)
  - Mobile Prototype 2 (April 19, 2017)
  - Final App and Design Postmortem (May 3, 2017)