New York University
Arthur L. Carter Journalism Institute
Syllabus JOUR-GA 2004 001
MOBILE DESIGN FOR JOURNALISM APPS
Summer 2021
Professor: Dana Morgan
Monday and Wednesday 6:00PM-9:00PM

To contact professor: [email address]
[Building], [Room #]
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Office hours: By appointment

Course Description

In this hands-on course, you will gain skills needed to create well-designed and useful mobile journalism apps. You will design an innovative mobile news app step-by-step from conception to final prototype, which will then be presented to the entire class. Topics include market research analysis, user experience and product design, product life-cycle and prototyping. For the final project, you will sharpen your technology and entrepreneurship skills by designing an innovative news app which can be a single publisher app (similar to New York Times), aggregator (similar to Apple News), social media app (similar to Twitter) or a local and community news-based app.

Learning Objectives

In this course, students will:

- Demonstrate awareness of journalism's core ethical values.

- Interview subjects, conduct research and evaluate information.

- Use technological tools and apply quantitative concepts as appropriate to design ethical and diverse products.

- Differentiate the platforms and types of mobile applications such as web, iOS and Android, and apply different designs and toolsets for each platform.

- Sharpen entrepreneurship skills and learn how to develop products.

- Develop a deep understanding of how mobile applications are designed and developed.

Course Structure

- Concepts from class discussions will be applied to weekly assignments related to a final project.

- You will create an on - going project presentation to document weekly assignments.

- There will be optional weekly assignments - these may be selected to be presented and discussed informally each week.

- Formal presentations will take place at the final class meeting.

Readings
The required text for the course is:
The design of everyday things by Don Norman

An optional and recommended text is:
hooked how to build habit-forming products by Nir Eyal
Inspired: How to create tech products consumers love by Marty Cagan
Don't make me think bye Steve Krug

Course Requirements

- Be prepared to briefly discuss design concepts and the latest news apps at the beginning of each class.
- Weekly mandatory assignments will build towards the final deliverable.
- Formal presentations will take place at the final class meeting.

Grading
Your final grade will be determined by the following metrics:

Weekly assignments	50 percent
Final assignment	25 percent
Participation & attendance	25 percent

Academic Integrity
Any plagiarism or unauthorized collaboration on assignments will result in a failure, and could be grounds for failure in the course. All quotes must be original and verifiable. That means you must have a means of contacting anyone you quote for further clarification, or for me to verify accuracy of quotes. If you draw from someone else's work without properly crediting them, you will fail that assignment.

Class Schedule
Please note that this is a preliminary schedule, subject to change based on the availability of guest speakers and student participation.

Class1   Intro to Product Design
- Intro and fundamentals of product design
- What is user experience
- Mandatory reading: The design of everyday things by Don Norman
- Assignment #1: Research and present a news app to the class

Class2   Analysis of news apps
- Types of news apps overview

- News apps user experience and design
- Market research analysis
- Students presentations of assignment #1

Class3   What is user research, the research plan & interview guide
- Introduction to user research
- How to plan your reach and create a research plan
- Planning interviews and best practices
- Assignment #2: Create a user research plan and interview one person.

Class 4   Research analysis and deliverables
- Competitive analysis
- Research analysis techniques
- Research/design deliverables
- Students presentations of assignment #2

Class 5   Understand flows and journeys
- Problems Statement
- Personas
- Users journey
- Product roadmap
- Assignment #3: Create a problem statement, persona and user journey

Class 6   Getting the ideas flowing
- Ideation
- DesignStudio
- Personas extended
- Students presentations of assignment #3

Class 7   Designing for Mobile
- Elements of UI Design
- Design Languages
- Mobile Design Patterns
- Web, Native and Hybrid Apps
- Assignment #4: Design exercise

Class 8   Intro to prototyping
- Students presentations of assignment #4
- Low vs High Fidelity Prototypes
- Prototyping on Paper
- Sketching interfaces
- Assignment #5: Design exercise

Class 9　　　Testing and iteration
- Students presentations of assignment #5
- TaskFlows
- UserFlows
- Layouts and alignment
- Assignment #6: Create wireframes and prototypes

Class 10　　　High-Fidelity Prototyping
- Students presentations of assignment #6
- Layout and Hierarchy
- Modular Design
- Interfaces and Navigation
- Assignment #7: Create hi-fidelity prototyping

Class 11　　　Putting it all together
- Students presentations of assignment #7
- Story Telling
- How to Present
- UX Documentation
- Work on final presentation artifacts

Class 12　　　Presentations!
- Students will present their final presentations
- Guest lecture

[Date] [Final Assignment Due]

Accommodations
Students with disabilities that necessitate accommodations should contact and register with New York University's Moses Center for Students with Disabilities (CSD) at 212-998-4980 or mosescsd@nyu.edu. Information about the Moses Center can be found at www.nyu.edu/csd. The Moses Center is located at 726 Broadway on the 2nd floor.

Diversity & Inclusion
The Institute is committed to creating an inclusive learning environment. The Institute embraces a notion of intellectual community enriched and enhanced by diversity along a number of dimensions.