Universida_de_Vigo

IDENTIFYING DATA
Mobile Applications

Subject	Mobile Applications
Code	P04G071V01409
Study programme	Grado en Comunicación Audiovisual

Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	2nd

Teaching language	#EnglishFriendly Galician
Department	
Coordinator	Martínez Rolán, Luís Xabier
Lecturers	Martínez Rolán, Luís Xabier
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Web	
General description	An introduction to the realization of projects *multimedia in mobile surroundings: *tabletas and telephones

Training and Learning Results

Code	
B3	Aplicar técnicas y procedimientos de la composición de la imagen a los diferentes soportes audiovisuales, a partir del conocimiento de las leyes clásicas y de los movimientos estéticos y culturales de la historia de la imagen.
B4	Exponer los resultados de los trabajos académicos de manera escrita, oral o por medios audiovisuales o informáticos de acuerdo a los cánones de las disciplinas de la comunicación.
C23	Analyse and implement strategies of marketing for the development, distrribuition and consumption of audiovisual and multimedia products oriented to the market.
D2	Comunicar por oral y por escrito en la legua gallega.
D3	Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.
D4	Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Expected results from this subject

Expected results from this subject	Training and Learning Results	
Apply techniques and processes for the production and dissemination of interactive and multimedia products on mobile devices, in all stages, from the perspective of organizing and managing the necessary technical, human, and budgetary resources.	B3	
To know and organize the different formats of text, image, animation, sound, and video, as well as the laws of interactivity that govern the relationship between human and mobile device.	B3	C23
Analyze the needs of a mobile project and the ability to optimize resources and implement technical solutions to the different requirements of the application (app).	B4	D4
Apply modern design techniques, adapted to the generation of mobile documents and mobile application prototyping tools.	D2	D3
Ability to investigate, write and present reports and work related to the ecosystem formed by the mobile device and its applications.	C23	D2

Contents

Topic	
Technological development of mobile devices	Types of applications and mobile operating systems. Keys to creating a killer app. Analysis of apps.
Fundamentals of design for mobile devices	Usability. Look & feel. Responsive design. Typography, color, and composition.

Development of projects for mobile devices	Models of business Design of contents developmental Methodologies. Flow chart. Marketing online. Mobile app marketing.	
Design and Programming for devices *móviles	Phases of the project Team and functions Design and programming	

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	20.5	0	20.5
Mentored work	5	80	85
Problem and/or exercise solving	22.5	20	42.5
Objective questions exam	2	0	2

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Lecturing	Exhibition by part of the professor of the contained envelope to subject object of study, theoretical bases and/or guidelines of one work, exercise or project to develop pole student, beside the corresponding examples and debates envelope his properties and characteristic
Mentored work	The student, of individual way or in group, elaborates a project *intereactivo envelope to thematic of the subject that encompass all the areas of the subject of transversal way

Personalized assistance

Methodologies	Description
Mentored work	Students can contact the teacher either in person during the assigned office hours or through the online platform that the teacher uses for online instruction of the subject.

Assessment

	Description	Qualification	Training and Learning Results	
Mentored work	Conceptual development and minimum viable product of a mobile application or service, considering the graphic aspect, content design, functionalities, navigation tree, flow diagram, target audience, and fully developed business model. It should be presented in class in the form of a pitching.	40	B3	D2 D3 D4
Problem and/or exercise solving	During the classes, small exercises are prepared that will always be evaluated and will form part of the final grade.	40	B3	D2 D3 D4
Objective questions exam	Quiz, multiple-choice or short-answer type, on the theoretical content covered in class.	20	B3 B4	D2

Other comments on the Evaluation

Considerations on Continuous Assessment:

1. Students undergo continuous assessment by default.

To pass the subject, it is necessary to obtain a minimum of 50% of the score in each of the indicated methodologies/tests. If the minimum score is not achieved, the student will not pass the subject and will be recorded as failed in that examination session with the least detrimental grade for their academic record.

No averaging is done for any section if the minimum score is not achieved (50% of the total for each methodology). Exceptionally, in the case of multiple-choice exams, students must obtain a minimum score of 40% in order to average with the other methodologies, which must be passed with a minimum score of 50%.

Attendance is mandatory for both theory and practical classes. Students must attend the subject regularly (a minimum of 80% of the classes). If this requirement is not met, they will lose the right to be evaluated in the first examination session.

In the second and subsequent examination sessions, the problem-solving test will carry a weight of 40%, and the tutored work will not be evaluated.

2. Concise description of the second opportunity.

Students enrolled in continuous assessment must pass in the second examination session all the methodologies or tests that they did not pass with at least 50% of the minimum score in the first examination session.

Students enrolled in global assessment must undergo in the second examination session the same conditions described in the global assessment. That is, they will have the same evaluation system described in point 3 of these instructions.

To coordinate the second opportunity, students who need to undergo this evaluation must contact the responsible teacher of the subject, who will establish the relevant tests, either through Moovi or in person, on the date established and approved by the Faculty Board.

The conditions for the second opportunity described here apply to the rest of the subsequent examination sessions.

Concise description of the global assessment.

Students who wish to do so and formally request it within the established deadline and mechanisms by the Dean's Office have the right to global assessment. It is advisable to review the information provided by the institution.

The global assessment test will be conducted on the date established by the institution and approved by the Faculty Board. It will systematically evaluate all the methodologies and tests established in the course guide, with a total duration of 4 hours.

Students taking the global assessment will take the same multiple-choice exam as students enrolled in continuous assessment. The overall score of the theoretical exam will carry the same proportional weight. It is necessary to achieve a score of 50% to average with the practical test. The duration of the theoretical exam is 1 hour.

The exam is eliminatory. If the minimum score of 50% is not achieved, the next part of the assessment cannot be undertaken.

After the exam, the practical part of the assessment will begin.

This part of the assessment will be carried out in person at the designated location in the faculty, and it will consist of the following parts:

- A practical exercise evaluating problem-solving methodology, weighted at 40% and with a duration of 1 hour. It is necessary to achieve a minimum score of 50% to pass this part of the test and proceed to the next part. Personal devices or consulting course material on Moovi are not allowed during the practical assessment. Any violation of these conditions will invalidate the test.

- The tutored work methodology will be evaluated through an exercise that must be submitted via Moovi by the specified deadline, on the day and time of the theoretical exam. This work must achieve a minimum score of 50%.

For anything not covered and/or detailed in this guide, the instructions of the REGULATION ON EVALUATION, GRADING, AND QUALITY OF TEACHING AND THE STUDENTS' LEARNING PROCESS (Approved by the faculty on April 18, 2023) will be taken as reference.

The course guide presents the general overview of the subject. Due to space limitations and the inability to upload additional documentation on the Docnet platform, specific details will be managed through the Moovi platform.

Sources of information
Basic Bibliography
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José María Estrade Nieto, David Jordán Soro, María Ángeles Hernández Dauder, **Marketing Digital. Mobile Marketing, SEO y Analítica Web**, Anaya, 2020
Complementary Bibliography
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O'REILLY, T, **What is web 2.0: Design Patterns and Business Models for the Next Generation of Software**, Stanfod University (2008) Developing Apps for ios,, 2008

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Aubry, C., **HTML5 y CSS3-Revolucione el diseño de sus sitios web**, Ediciones ENI, 2012

Alex Genadinik, **Mobile App Marketing And Monetization**,

Recommendations