

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	MEDIA COMMUNICATION

2. Information about the discipline

2.1 Discipline title	Mobile Media						
2.2 Course lecturer	Andrei Costina						
2.3 Seminar assistant	Andrei Costina						
2.4 Year of study	1	2.5 Semester	2	2.6. Evaluation type	C	2.7 Discipline type	OB

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					36
Supplementary documentation in the library, on electronic platforms and in the field:					18
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					36
Tutorials					16
Examinations					2
Other activities:					
3.7 Total hours of individual study	108				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	• Basic computer knowledge

5. Conditions (where applicable)

5.1 for the course	• Projector, laptop, sound system
5.2 for the seminar/laboratory	• Computer lab

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • Understanding the basic technical principles that lie behind mobile communications. Using this knowledge to create content for this environment. Developing the ability to distribute such content on the open market. • (C2.1) Understanding theories regarding technologically mediated communication. • (C3.1) Identifying and using the main theories concerning media communication, target audience segmentation and the dynamics of various types of audience: reception theory, encoding/decoding, uses and gratifications, popular formats and audience segments • (C5.5) Creating products for the media using multiple tools in order to combine various types of media (identifying the story, documenting it, assuming a specific angle of approach and using various journalistic genres to finish the product).
Transversal competencies	<ul style="list-style-type: none"> • Developing the ability to work (alone or in a team) towards creating a final media product, deliverable for mobile markets. • (CT 1) Providing a resolution for professional situations taking into account efficiency but also ethics and deontology. • (CT 2) The ability to work as a multidisciplinary team efficiently, within a hierarchical structure.

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • Understanding the nature of mobile platforms and the technology involved as part of the global network. Being able to discern between types of content, interfaces, audiences and to assess the potential impact on certain targets. Tools and techniques to create such media products.
7.2 Specific objectives	<ul style="list-style-type: none"> • Getting to know mobile platforms as part of the web and the internet. Developing abilities to create content for the web with emphasis on this particular environment. Using electronic mediated means of communications (e.g. social media) to distribute and promote such a product. Understanding audiences and their needs.

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction – Course explanation and basic notions.	Presentation Open discussion	Introductory course, curricula presentation, the importance of the course and its structure.
2. Short history of the Internet. The evolution of mobile communication, a historical perspective.	Presentation (multimedia)	The internet, the web and mobile communication in a timeline.
3. Hardware and software.	Presentation (multimedia)	Types of devices and their evolution alongside with technological development. The

		relationship between the type of mediated content and software.
4. Conventional and non-conventional terminals. Technology standards.	Presentation (multimedia)	Standards in terminal building and connectivity. Non standardized devices, the specifications of upcoming standards.
5. Content creation – tools opportunities and limitations.	Presentation Demonstration	Types of content, creation tips. Different tools for different purposes. Using cloud based-tools to create content.
6. Applications, the concept of application-oriented development and distribution channels.	Presentation (multimedia)	The concept of application oriented environments, specifics of distribution channels/media.
7. Interfaces, usability and compatibility	Presentation Open discussion	Human interface devices, usage and habits of use. Variations of interfaces according to specific environments.
8. Mobile operating (eco)systems	Presentation Open discussion	Main developments and characteristics of mobile OS, interoperability and compatibility.
9. Market evaluation, competition and content development strategies.	Presentation Open discussion	Understanding the application market, taking various relevant parameters into consideration when developing a strategy.
10. Wearable devices and tech-fashion trends.	Open discussion Role-play	Technology as a fashion statement consumer psychology, usefulness and redundancy.
11. Enhanced/augmented reality for mobile devices.	Presentation Demonstration	Superimposing virtual information on the real world using handheld devices.
12. Building applications without extensive coding.	Presentation Demonstration	Tools and tips for building applications using GUI.
13. Matching content and types of apps – monetization.	Presentation (multimedia)	Creating content that is on demand and understanding why.
14. Final open session Q&A	Open discussion	Question session, open class.
8.2 Seminar	Teaching methods	Observations
1. Understanding the Internet and the Web.	Open discussion Presentation	Basic characteristics of the network and its contents.
2. Mobile communications and terminals.	Open discussion Presentation	Understanding mobile technology, its original purpose and evolution.

3. Types of content for mobiles.	Open discussion Presentation	Classification of content distributed on mobile platforms according to various parameters.
4. What lies behind the interface. OS and ecosystem.	Open discussion Demonstration	Troubleshooting OS and device compatibility.
5. Developing a project for mobile	Open discussion Demonstration	The necessary steps towards creating a viable product.
6. Tools for content and app creation.	Open discussion Demonstration	What to use to create a viable product.
7. Placing an app on the market.	Open discussion Demonstration	How to monetize that product.

Bibliography

- Jakob Nielsen, *Prioritizing Web Usability*, New Riders Press, Berkeley CA, 2006.
- Manolescu, Ion, *Noțiuni pentru studiul textualității virtuale*, Ars Docendi, București, 2002.
- Everand, Jerry, *Virtual States: The Internet and the Boundaries of the Nation State*, Routledge, London, 2000.
- Mizuko Ito, Daisuke Okabe, and Misa Matsuda. *Personal, Portable, Pedestrian: Mobile Phones in Japanese Life*, Cambridge: MIT Press, 2005.
- Garrand, Timothy Paul, *Writing for multimedia and the Web*, Focal Press, Oxford, 2006.

<http://www.useit.com/>

<http://www.internetworldstats.com>

<http://www.internetarchive.org>

www.pewinternet.org.

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

Handheld and wearable devices are contemporary technological appendages of the self, the informational self that is. Understanding how mobile devices and platforms relay the flux of information to the user, all the nuts and bolts is a cornerstone for any media professional foundation. Being able to operate in such an environment, to create content and applications as finite products and even to place them on the market is the futureproof pinnacle of any contemporary media specialist training.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Level of complexity of the product and presentation.	Examination	50%
10.5 Seminar/laboratory	Quality of the product and the complexity of the creation process.	Examination	50%
10.6 Minimum performance standard			

The minimum requirements for this class are the ability to operate with the above mentioned concepts (web, internet, global network, mobile communications, terminals, wearable devices, mobile apps, etc.) and to be able to present at least a proof of concept level media product that is particularly suited to

Date

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Course lecturer signature

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Seminar assistant signature

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Date of approval in the Department

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Head of department's signature

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