SCHOOL OF COMMUNICATION AND HUMANITIES

BACHELOR’S DEGREE IN COMMUNICATIONS

COURSE GUIDE

APPS AND COMMUNICATION
1. KEY COURSE INFORMATION

<table>
<thead>
<tr>
<th>Bachelor Degree:</th>
<th>BA Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>School:</td>
<td>Communication and Humanities</td>
</tr>
<tr>
<td>Department:</td>
<td>Communications</td>
</tr>
<tr>
<td>Module:</td>
<td>Communication</td>
</tr>
<tr>
<td>Subject name:</td>
<td>Apps and Communication</td>
</tr>
<tr>
<td>ID code:</td>
<td>60032</td>
</tr>
<tr>
<td>Year:</td>
<td>3rd year</td>
</tr>
<tr>
<td>Semester:</td>
<td>2nd semester</td>
</tr>
<tr>
<td>Type of subject (Mandatory/Non-mandatory):</td>
<td>Mandatory</td>
</tr>
<tr>
<td>ECTS credits:</td>
<td>6</td>
</tr>
<tr>
<td>Teaching mode:</td>
<td>Face-to-face</td>
</tr>
<tr>
<td>Language:</td>
<td>English</td>
</tr>
<tr>
<td>For more information:</td>
<td><a href="http://www.ucjc.edu">www.ucjc.edu</a></td>
</tr>
</tbody>
</table>

2. COURSE PREREQUISITES

<table>
<thead>
<tr>
<th>Required:</th>
<th>Not necessary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommended:</td>
<td>Not necessary</td>
</tr>
</tbody>
</table>

3. MEANING AND CONTRIBUTIONS OF THE SUBJECT TO THE STUDY PLAN

**Knowledge area the subject belongs to**
Communication

**Interdisciplinarity with other subjects of the curriculum**
This subject lays the necessary foundation to understand the business model based on applications and platforms, its agents and the current state of the industry. It complements the knowledge received in the subjects related to digital competences.

**Relation with the student’s career path**
The subject is a journey through the current state of the corporate field of communication, at a historical moment where we are witnessing a reformulation of traditional platforms, as well as ways of accessing information. This covers a basic need for knowledge about the functioning of the new ways of production and distribution of communication.
All in all, throughout the course the students will work on the four language skills (reading, writing, listening and speaking) in an integrated way, and the academic contents will be adjusted to meet the changing demands of the communicator’s profession.
4. COURSE OBJECTIVES

<table>
<thead>
<tr>
<th>General Skills</th>
<th>Results / Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CG1 – Ability to reflect, analyse and discern regarding the communication act.</td>
<td>• The student must be able to plan, develop, test and publish a user interface.</td>
</tr>
<tr>
<td>CG2 - Ability to correctly use oral and written language in multimedia use in both the native language and a second language</td>
<td>• The student must know the vocabulary and concepts related to the design of interfaces in English.</td>
</tr>
<tr>
<td>CG3- Ability to provide the keys to make decisions and perform effectively in the areas of: marketing, information technology and communication</td>
<td></td>
</tr>
<tr>
<td>CG4 - Ability to bear in mind Human Rights, democratic principles, principles of equality between men and women, solidarity, environmental protection and promotion of the culture of peace, by addressing the professional practice or research tasks the degree prepares the students for.</td>
<td></td>
</tr>
</tbody>
</table>

5. COURSE CONTENTS / KEY TOPICS / LEARNING UNITS

<table>
<thead>
<tr>
<th>Specific Skills</th>
<th>Results / Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE23 – Ability to analyze the new information platforms.</td>
<td>• The student must know the basic concepts and techniques for interface design.</td>
</tr>
<tr>
<td></td>
<td>• The student must be able to analyze the problems derived from the usability of interfaces.</td>
</tr>
</tbody>
</table>

LESSON 1: FUNDAMENTALS OF INTERFACE DESIGN
- What is an interface
  - History and development
- Human-Machine interaction models
  - Hardware Interfaces
  - Software Interfaces
  - User Interfaces
    - Parsers
- GUI (Graphic User Interface)
- TUI (Touch User Interface)

- New Media Communication Model
  - Designer
    - Implied Designer
  - System
    - Computer functioning
    - Abstraction layers
    - Intrigant
    - Voices
  - User
    - Implied User
      - Interface and Identity
    - Intriguee
    - Avatar / Puppet

**LESSON 2: FUNDAMENTALS OF USABILITY AND INTERFACE DESIGN**
- Design approaches
  - Conversational Metaphor
  - Instrumental Metaphor
  - Epidermic Metaphor
  - Spatial Metaphor
- Consistency framework
  - Cognitive outlines
    - Coherence and Consistency of the interaction
  - Pragmatic outlines
    - Coherence and Consistency of the representation
- Interaction Syntax
  - Models:
    - Action-to-object
    - Object-to-action
  - Operative Framework
  - Action Scripts
    - Operative Sequence
      - Action Condensation
      - Action Extension
  - Affordances and Constraints
  - Haptic Reinforcements
- Emergent interface
  - Breakdowns
  - Exploits
- Interface and Immersion.
  - Possibilities, Limits and Extensions.

**LESSON 3: PLATFORMS**
- Multimedia Communication
  - The computer as meta-media.
- Transmedia Communication
  - Interaction between new and traditional media
- Mass Communication Models
  - Power and legitimacy in new media.
**LESSON 4: LAUNCHING AN APP TO THE MARKET.**
- Problem that is solving our App. Goals and target that is addressed.
- Development plan according to the business model
- Concept of the App. Validation and main features definition
- SWOT Analysis. Competitors analysis
- Prototyping. Wireframe and main screens.

**LESSON 5: THE PRE-LAUNCHING PHASE FOR OUR APP**
- Landing page creation. Attracting prospect users for pre-validation
- Social Network’s profiles for our APP
- Creation of videos and demos to show how it Works.
- Case study: BBVA APP
- Case study: Marketing 360 campaign for MyTaxi

**LESSON 6: STRATEGY TO PROMOTE OUR APP**
- Looking for a mane. Naming. Tittle, description and images. (screenshots)
- Landing to download. Links to Google Play and App Store
- Sales agreement, partnership with media.
- Promoting our APP in specific platforms
- Advertising model, payed or freemium model.
- Advertising and promotion in Social Networks. Facebook Ads, Instagram Ads, Twitter
- Publication in the App Stores
- Contact with influencers and bloggers in the mobile industry
- Visibility in events
- Video presentation and podcast for the media
- Off Line promotion. Merchandising, flyers, stand and events
- Social network’s contest to increase downloads and visits.
- Resolution and management of reviews in our website and App stores
- Pricing strategy. Launching prices and packs
- Case study: WineryApp (Winetourism App)
- Case study: Insulclock (eHealth App for diabetes)

**LESSON 7: BEST APP’S TO MANAGE COMMUNICATION AND MARKETING IN COMPANIES.**
- Apps for Digital Marketing. Social Network’s Management. Hootsuite y Buffer
- App for the daily management: Evernote
- App for project’s management: Trello
- App for content creation, images and marketing content: Canva
- App team’s communication: Slack
- Case study: No More APP (APP to stop gender violence).

*These contents may be modified as required by the needs and demand of the subject.*
### 6. COURSE TIMELINE

<table>
<thead>
<tr>
<th>Key topics / Learning units</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESSON 1: FUNDAMENTALS OF INTERFACE DESIGN</td>
<td>5 sessions</td>
</tr>
<tr>
<td>LESSON 2: FUNDAMENTALS OF USABILITY AND INTERFACE DESIGN</td>
<td>5 sessions</td>
</tr>
<tr>
<td>LESSON 3: PLATFORMS</td>
<td>5 sessions</td>
</tr>
<tr>
<td>LESSON 4: LAUNCHING AN APP TO THE MARKET</td>
<td>4 sessions</td>
</tr>
<tr>
<td>LESSON 5: THE PRE-LAUNCHING PHASE FOR OUR APP</td>
<td>4 sessions</td>
</tr>
<tr>
<td>LESSON 6: STRATEGY TO PROMOTE OUR APP</td>
<td>4 sessions</td>
</tr>
<tr>
<td>LESSON 7: BEST APP’S TO MANAGE COMMUNICATION AND MARKETING IN COMPANIES</td>
<td>3 sessions</td>
</tr>
</tbody>
</table>

*This timeline may be modified according to content acquisition.*

### 7. TEACHING METHODS

<table>
<thead>
<tr>
<th>Type of class</th>
<th>Teaching method</th>
<th>Objectives / Skills / Outcomes</th>
<th>In-class hours</th>
<th>Out-of-class work by student</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masterclass</td>
<td>Oral presentation with computer support</td>
<td>CG1, CG2, CE23</td>
<td>30 hours</td>
<td>28 hours</td>
<td>58 hours</td>
</tr>
<tr>
<td>Projects and exercises</td>
<td>Activities proposed by the teacher in relation to the content of the subject. Guided exercises</td>
<td>CG3, CG4, CE23</td>
<td>26 hours</td>
<td>58 hours</td>
<td>84 hours</td>
</tr>
<tr>
<td>Tutorial sessions</td>
<td>Independent learning. Projects review</td>
<td>CG1, CG2</td>
<td>4 hours</td>
<td>4 hours</td>
<td>8 hours</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>60 hours</strong></td>
<td><strong>90 hours</strong></td>
<td><strong>150 hours</strong></td>
</tr>
</tbody>
</table>
8. ASSESSMENT SYSTEM

<table>
<thead>
<tr>
<th>Activity</th>
<th>Assessment criteria</th>
<th>Weight (%) on final score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Block I: Practice (continuous assessment)</strong></td>
<td>Completing the exercises and practices, according to the requirements indicated by the teacher.</td>
<td>65%</td>
</tr>
<tr>
<td>Individual projects (65%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Block II: Theory</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Final exam (35%)</td>
<td>Content acquisition and critical reasoning</td>
<td>35%</td>
</tr>
</tbody>
</table>

GENERAL CONSIDERATIONS FOR ASSESSMENT

**EVALUATION AND ASSESSMENT**

To pass the subject it is necessary to pass each activity with a minimum of 5 points over 10. Only under this circumstance both grades will be averaged, obtaining the final grade. This criteria will be valid for both the ordinary and extraordinary evaluations.

The works will be presented through the Blackboard platform. The form of presentation of the different exercises will be specified for each case.

There will be a Practical exam in which the students will be presented with an exercise to solve. The mastery of the basic and essential knowledge of the subject will be valued.

**ATTENDANCE TO CLASS**

By virtue of UCJC’s Academic Regulations of Assessment, Grades and Complaints (Normativa Académica de Evaluaciones, Calificaciones y Reclamaciones), if the student misses more than 20% of the face-to-face classes, he/she will automatically fail Block I (continuous assessment) and, therefore, need to retake both Block I and Block II in the second examination sitting (convocatoria extraordinaria).

**INTEGRITY**

Serious absences of academic integrity (absence of source referencing, plagiarism, misuse of information during written tests or exams, etc.) will imply an automatic failure to pass the course, without prejudice to any other sanctioning action set by the university. Any other kind of inappropriate behaviour may be sanctioned with a reduction of the final grade.

The lack of punctuality can lead to the non-admission to class (i.e. arriving more than 10 minutes late to class without a justified reason), with the subsequent penalty in terms of attendance.
## 9. COURSE BIBLIOGRAPHY

### Required


### Recommended

- LANIER, Jaron (2014). *¿Quién controla el futuro?*, Barcelona, Debate.
**Additional Information**

Any comments on the development of the course will be communicated by the teacher to the students throughout the semester, either in person or by e-mail.