What's Media Technology?

@HRO / Rdam University
communication, media & infotech (CMI)

media:
- technology
- design
- management

computer science:
- general
- business
- technology

Why do this?

→ Media technology
- printing press
- web
- cms
- mobile web
- services

→ ICT
- mainframe
- mini-computer
- pc
- internet
- web

Why a new module?

Developments in ICT - the web as old school
- interactivity & networking
- context sensitivity
- social media
- adaptivity & adaptibility

Developments in professional education
- prepare for the future: research skills
- apply scientific research

Ubiquitous computing, social media, internet of things, sensors, open data, semantic web

Basis knowledge / competences

Competence-based:
- cooperate in projects
- technology (web, games)
- creativity & concepts
- user centered design (design steps, principles, tools)

→ DevThis: create a software product or investigate an idea

2 x DevThis

→ DevThis1 – teams of 3 .. 5 students, a social, mobile, context-sensitive app
→ DevThis2 – teams of 1 .. 5 students, work on a project of own choosing

Pick your own approach, tools ... and acquire knowledge about platforms, toolkits, SDK's ...

Theoretical basis in the lessons via lectures, scientific papers, video's ...

Mini-lectures to share one's knowledge and abilities with co-students
**DevThis1 assignment**

- Develop a mobile social context-sensitive application on iPhone, Android to enhance social cohesion in the local community.

- Concept, design method, reqs & specs, presentation, code, demonstrator and write a report and a scientific paper.

**DevThis2 assignment**

- Your ambitions
  - how does generative art work?

- Your project
  - a drag & drop CMS prototype

- Mini-lecture
  - object recognition on a mobile phone

- (Workshop)
  - a scrum, rfid ... session

**Theoretical basis**

- ubicomp, pervasive, ambient
- interfaces: AR / VR, tangible, natural, gestural, sensory, adaptive ...
- human perception, vision, speech ...
- design methodology
  - agile, participatory, co-design ...
  - usability, home and living labs ...
- internet of things / rfid, sensor networks, semantic web, open data
  - grammars, ontologies, xml, rdf, owl ...

**Project deliverables**

- projectplan / research
- vision & concept
- design & technical specs
- code / prototype / demonstrator
- presentations
- bonus mark: scientific paper / demo

>>> results with arguments! <<<

**Example projects**

- Poken
- 4Square
- Museum e-Guide
- Grindr

Socialize this [demo](#) v. Schaick, Toolenaar et al.

**Example assignments**

- read
  - Weiser (1991), computer in the 21st century
  - Harper et al. (2007), HCI in the year 2020
- examine
  - [www.grindr.com](http://www.grindr.com)
  - common.sense-os.nl
  - Santoro et al. (2007). A multim museum guide
- do
  - analyse the structure of a conference paper
  - find a relevant paper to have us prepare for your mini-lecture
Further developments

until now:
mobile web, location-based services (GPS)
to sensors, RFID, adaptive interfaces
increased quality - also due to research skills
and access to the ACM digilib
papers & posters (2 posters @ chi sparks)

future:
a research line in the curriculum - papers
living lab - past the usability lab, smart home
sensorlab, fablab

Questions?
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http://www.humancenteredict.nl