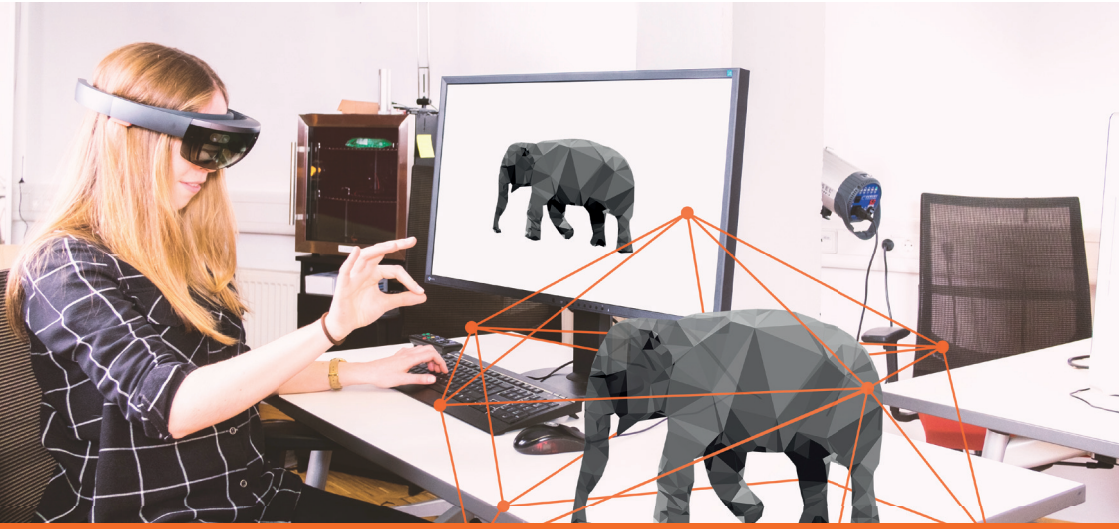
STUDY. UNDERSTAND. DO.

HOCHSCHULE DER MEDIEN



APP DESIGN & DEVELOPMENT

The Minor Program **App Design & Development** provides an introduction and practical experience in interaction design and front-end development of mobile applications. More and more industries require interdisciplinary know-how, that is knowledge that merges design and development skills, for example, to create new experiences such as mobile apps, games, virtual reality experiences or automotive apps.

This Minor focuses on practice-oriented HCI, which is a **Human Centred Iterative interaction design approach**. Each semester there are a number of projects students will be able to subscribe to. Due to the close proximity to the automotive industry in Stuttgart, there will be at least one project working directly with an automotive partner. After completing this Minor program, students will be able to:

- appreciate, understand and apply an iterative user centred design approach (prototyping, usability testing & experience design evaluation using eye tracker software)
- use innovation management, creativity tools and conceptual design approaches for the development & quick iterative testing of ideas (incl. competition and domain analysis)
- prototype using state of the art instant prototyping solutions
- design and develop front-end applications, especially mobile apps
- work out examples that can be used for a personal portfolio. This will increase students' chances to find employment within the creative software design & development industries.

APP DESIGN & DEVELOPMENT

COURSES IN THIS PROGRAM (subject to change)	ECTS
Mobile Interaction Design	5
Usability Engineering	5
Innovation Management	5
Mobile Web Applications*	5
Cloud Services and Internet of Things*	6
Game Design*	6
Interdisciplinary Project	8
German Language Course	2

*please choose one of these three courses. We cannot guarantee that all courses are available for exchange students every semester.

1 ECTS credit normally equals approximately 30 hours of work. This will consist of a mixture of lectures, seminars, project work and independent study.

Please note: For this Minor, it is necessary to have some prior experience in web development. Additional experience in programming and/or screen design will be useful.

ABOUT OUR PROGRAMS

Exchange students are able to choose from a variety of English-taught Minor Programs. Each Minor is a one semester long set program. Most Minors run every semester, and normally consist of 30 ECTS credits. Please note that it is NOT possible to pick and mix courses from different Minors. In order to be admitted to one of our Minors, we expect students to have a language level of B2 or higher in English (non-native speakers need to include proof of language proficiency in their application documents).

FOR QUESTIONS CONCERNING THIS PROGRAM PLEASE CONTACT

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