

Praktikum Entwicklung Mediensysteme 2012

Introduction

Today

- Schedule
- Organizational Stuff
- The Tomorrow Talks
- Teams
- Brainstorming

Schedule

- Phase 1 - The Tomorrow Talks
 - Concept development
 - Video Production
- Phase 2 – Individual Phase:
 - Introduction to basics about Android/iOs
 - Exercises (+1 advanced exercise for Master students)
 - Each student works on exercises himself/herself
 - Weekly meetings
- Phase 3 – Concept Phase:
 - Generalize the tomorrow talks topic
- Phase 4 – Implementation Phase
 - Regular Milestone Meetings
- (optional) Phase 5 – Deployment Phase
 - Deploy your application on the Android Market/App store
 - Fame and Glory

Organizational Stuff I

- 6 ECTS-Credits
- Weekly Meetings
 - Thursday 14:15
 - Room 107, Amalienstr. 17
 - some meetings will be held in the backyard building
- Homepage
 - <http://www.medien.ifi.lmu.de/pem>

Getting Credits/Grade

- Submit concept video
- Presence throughout the course
- „Pass“ all exercises
- Grade is derived from:
 - Individual rating
 - Exercises
 - Presentations (Everyone needs to present at least once)
 - Group rating
 - Project
 - Project presentation
 - (Bonus points for a good concept video submission)

Timeline (first two weeks)

Timeline (first two weeks)

Date	Topic/Activity
19.04.	Introduction, Tomorrow Talks
23.04. - 27.04	Video production and meetings with Alexander, Max and Emanuel (Android)
23.04.	Upload the concept and video description in Uniworx
26.04.	Group meeting with Michael Rohs (iPhone)
30.04. (latest)	Upload concept videos

Organizational Stuff II

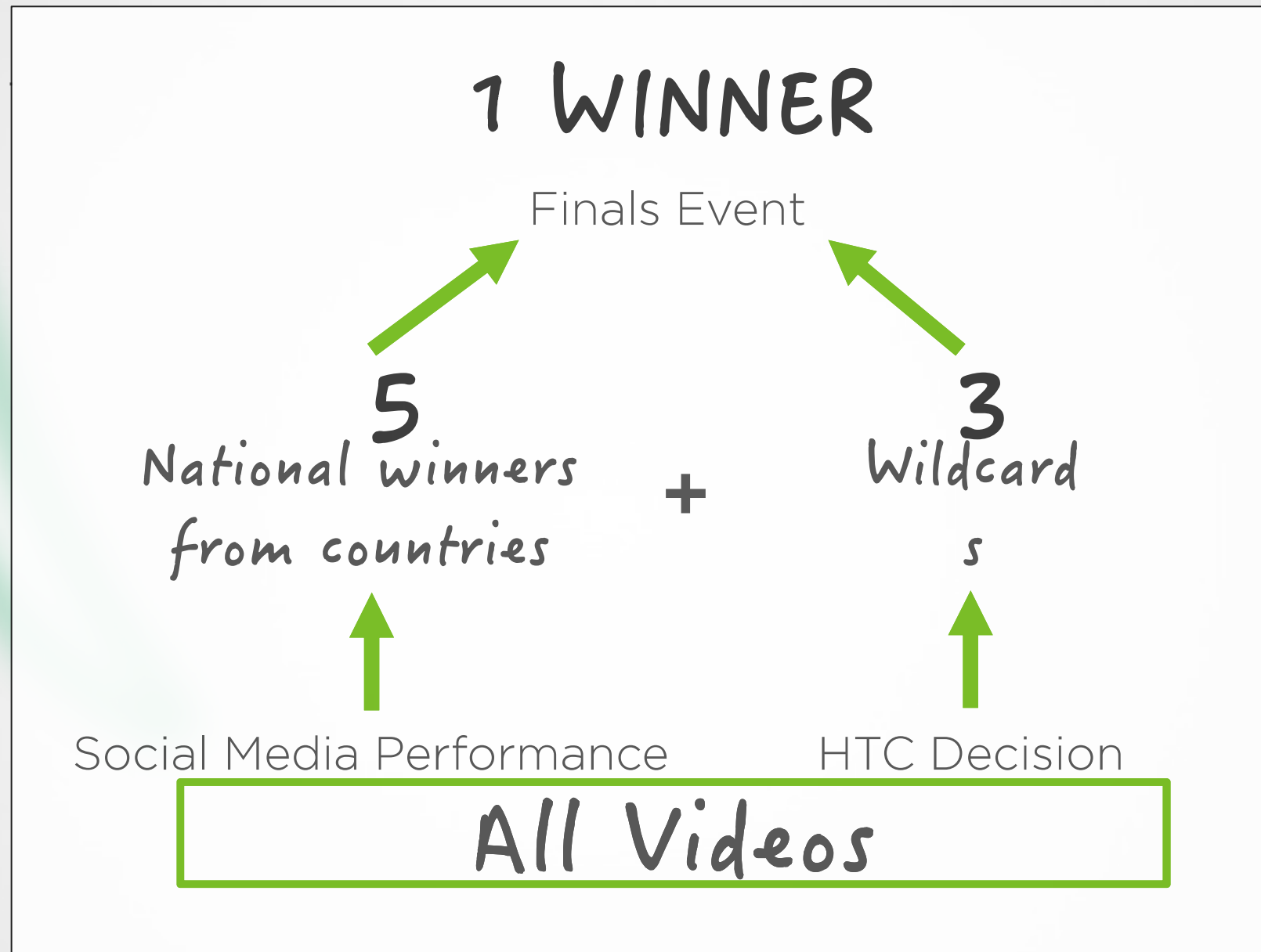
- Solutions to exercises will be submitted using uniworx
- Teams are required to set up their own version control system (e.g. SVN, Git)
- As last year's iPhone groups why you have to do this yourself now :-)

The Tomorrow Talks

The Tomorrow Talks

- “The Tomorrow Talks” is an international open innovation video–contest
- You are invited to participate in the **development** of the smartphone of **tomorrow**
- These ideas should provide the **best** possible user experience by making the **use** of smartphones work better, be more **personal** and **fun**
- alone or team of up to 5 fellow students
- Deadline: **April 30, 2012**
- <http://www.thetomorrowtalks.com/contest>

The Tomorrow Talks



Prizes: 5 days **workshop** with experts AND 10 day **holiday** at a destination of the winners' choice

The Tomorrow Talks

general questions

- **Can my team upload more than one video or more than one idea in one video?**
 - upload 1 idea as a team captain
 - more ideas? Create a new team and upload the second idea via the second team
- **Do I have to appear in the video?**
 - no
 - important point: video should transmit message about inspiring idea
- **The trip, which the final winner will win as a prize, is it for every member of the team or just for the captain?**
 - It is for all members of the winning team

Rough Topics (recommendations)

- Leisure
- Office
- Travel
- Mobility/Car
- User-Device-Binding

And the winner gets ...

- Every member of the PEM-internal winning team gets a HTC One X (sponsored by the tomorrow talks)
- The winner is voted for by the media informatics group
- Alle Angaben ohne Gewähr. Der Rechtsweg ist ausgeschlossen.

And the winner gets ...



Examples

- <http://www.youtube.com/watch?v=z4bJEqoCAuI&feature=related>
- <http://www.youtube.com/watch?v=vxPn4Eo0PRk&feature=related>

Teams

- **Team 1:** Walker, Teufel, Lipp, Heinrich (iPhone)
- **Team 2:** Gutwein, Heckel, Norman, Werbitzky (iPhone)
- **Team 3:** Tripp, Kreutzer, Saltuk, Peter (iPhone)
- **Team 4:** Mihali, Wölfel, Hähnel, Kösters (iPhone)
- **Team 5:** Männlein, Munzert, Hackenschmied, Fakesch (Android)
- **Team 6:** Keller, Nitsche, Fiedler, Stuffer (Android)
- **Team 7:** Klette, Lüling, Valev, Straßer (Android)
- **Team 8:** Franz, Mircheva, Harth (Android)
- **Team 9 (Emanuel):** Rinke, Neumeier, Mkhazni, Zierer (Android)
- **Team 10 (Emanuel):** Ladischenski, Vad, Konrad, Aslan (Android)

Brainstorming



Brainstorming

- Next 20 minutes
- Create ideas for the future mobile phone
- After 20 minutes present the best three to five ideas
 - 2 minutes per Team
- Finish your concept until Monday and upload it via UniWorX

Happy Brainstorming



Brainstorming Results



Abgabe bis Montag

- Bis Montag 23.04. 12:00 Uhr (mittags) per UniWorX
- Contents
 - 5-10 slides showing your main ideas
 - Storyboard for the clip
 - Produktionsablaufplan (kind-a GANTT)
 - List of needed props and stuff
- We will set up video and cutting slots you can book
- Remember the tight deadline!



Questions?