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/iOts
  • 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)

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

We are searching for ideas which are worth becoming a mobile reality
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, Stuffler (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?