

**APP DESIGN AND DEVELOPMENT
COURSE DESCRIPTION
CARRINGTON ACADEMY
January 24, 2019**

COURSE TITLE	App Design and Development
TIME/LOCATION	Tuesdays & Thursdays 10:00 am – 11:00 am,
FACULTY	Jennifer Carrington, Instructor <u>Telephone number:</u> 512-649-8411 <u>E-mail:</u> info@jennifercarrington.com <u>Office hours:</u> Tuesdays & Thursdays 10:00am CST- 11am LIVE Class time during Q and A sessions or by appointment Vanessa Massey, Administrator <u>Telephone number:</u> 832-914-5024 <u>E-mail:</u> administrator@jennifercarrington.com <u>Office hours:</u> Mondays-Fridays 8am CST – 12pm CST LIVE Class time during Q and A sessions or by appointment

CATALOG DESCRIPTION

Study of App Design and Development that is usable the general public world-wide.
Examples of which can be but are not limited to:

- Animation app
- Recipe app
- Multilingual app
- Fitness tracker app
- Kids' games app
- Message app
- Loyalty card app
- Membership app
- Dictionary app
- Nonprofit app
- E-book app reader
- Audio app
- Clothing store app
- Event listing app
- Data app

- Ticket sales app
- Nonprofit app
- Shopping cart app
- GPS app
- Day care app
- Construction company app
- Consulting app
- Music production app
- Livestreaming app
- Real estate app maker, *and more*

Summary: The objectives for this course are to advance the students' understanding of:

1. The software, design and development needed for app production,
2. The association and application needed to assess feed-back and reviews of the end user,
3. The knowledge-based skills needed to test and assess the app, as well as how and when to officially launch it.

COURSE OBJECTIVES

- You'll have access to two LIVE 1:1 Group Sessions Weekly for 12 weeks (Thursday January 24, 2019 – April 11, 2019)
- Learn how to identify and communicate with your potential clients
- Learn how to price and position your monthly income
- Learn how to successfully launch your own app by or before April 2019
- Learn how to obtain your developers license (optional)

Standard	KASA Requirements/Objectives	Learning Activities	Evaluation Criteria
III-B	Knowledge of basic human communication processes and their biological, acoustic, psychological, developmental, linguistic and cultural bases.	Lectures, Readings, Participation and Assignments	Instructor Grading

Learning Outcomes

Upon completion of this course, the student will be able to:

1. Demonstrate an understanding of the app design and development needed for publication to various app store platforms (See Course Objectives),
2. Comprehend the differences between design and development in order to be able to perform both in accordance to the needs of the end user(s),
3. Demonstrate an understanding on how to evaluate Key Performance Indicators, get feedback, reviews, and apply them accordingly in order to evaluate the production of a five-star rated app.

J Carrington & Associates
APP DESIGN AND DEVELOPMENT COURSE DESCRIPTION
SYLLABUS/ OUTLINE

Week	Topic	Chapter	Text
WEEK 1	Basics, Introduction and Application	Chapter 1, Exercises and Application	App Design Basics for Professionals – Jennifer Carrington
	Branding and Content Creation	Chapter 1, Exercises and Application Chapter 2, Exercises and Application	It's Your Business, Get Informed, Get Inspired, Get Going – Jennifer Carrington
WEEK 2	Development, Adding Pages	Chapter 2 Exercises, Application – 3 Exercises, Application	It's Your Business, Get Informed, Get Inspired, Get Going – Jennifer Carrington
	Quiz #1	Chapters 1-2 Chapters 1-2	- App Design for Professionals... - It's Your Business...
WEEK 3	Presentation, Growth Through List Building	Chapters 3-4 – Exercises, Application	It's Your Business, Get Informed, Get Inspired, Get Going – Jennifer Carrington
	Developing Pages that apply. Apply and present to the class. Get feedback and reviews. Review 1	Chapters 3 Continued Exercises, Application	App Design Basics for Professionals – Jennifer Carrington
	EXAM 1	Chapters 1-3 Chapters 1-4	- App Design for Professionals... - It's Your Business...
WEEK4	Customizing your App	Chapter 4	App Design Basics for Professionals – Jennifer Carrington
	Customizing your App	Chapter 4	App Design Basics for Professionals – Jennifer Carrington
WEEK 5	Spring break	No class	No class
WEEK 6	Generating Revenue	Chapter 5	App Design Basics for Professionals – Jennifer Carrington
WEEK	Generating Revenue Review 2	Chapter 5	App Design Basics for Professionals – Jennifer Carrington
WEEK 7	Quiz #2	Chapter 5	App Design Basics for Professionals – Jennifer Carrington
WEEK 9	Grow/Launch	Chapter 6	App Design Basics for Professionals – Jennifer Carrington
WEEK 10	Review 3	Chapter 6	App Design Basics for Professionals – Jennifer Carrington
WEEK 11	FINAL EXAM (cumulative)	Chapters 1-6 Chapters 1-4	- App Design for Professionals... - It's Your Business...
WEEK 12	FINAL EXAM (cumulative)	Chapters 1-6 Chapters 1-4	- App Design for Professionals... - It's Your Business...

The course consists of lectures that will discuss the textbook. The course also includes lots of exercises, applications and some additional readings. The exercises are very important to familiarize the students with the process of development and patterns of how to work with clients. The exercises will be completed in class and/or assigned as homework. Three reviews, two quizzes and two exams are scheduled.

EVALUATION

Grading:

Exam I		30%
Exam II (cumulative)		40%
Quiz #1	10%	
Quiz #2		10%
Participation		10%

Grading Scale:

A	=	94-100%	C	=	73-76%
A-	=	90-93%	C-	=	70-72%
B+	=	87-89%	D+	=	67-69%
B	=	83-86%	D	=	63-66%
B-	=	80-82%	D-	=	60-62%
C+	=	77-79%	F	=	59% - Below

REQUIRED TEXTS

Carrington, Jennifer (2018), *App Design Basics for Professionals*. Xlibris

Carrington, Jennifer (2018), *It's Your Business, Get Informed, Get Inspired, Get Going*. Xlibris