Columbus State
COMMUNITY COLLEGE

Mobile App Programs Outreach

Strengthening Mobile Application Resources and Technician Training (SMARTT)

Principal Investigators: Jon Lundquist and Peter Carswell

Contents

Outreach Plan

Website Landing Page

Mobile App Programs Hotcard

Information Sessions – Flyer and Presentation Deck

Social Media Screenshots

Event Flyer

SMARTT Outreach Plan

Goal: Increase awareness of the career pathway at CSCC in Mobile Application Development Technology

Marketing Activity	Objective/ Targeted Audience	Date(s)/ Timeframe:	Responsible Parties	Cost	Evaluation Indicators	Status/Comments
Website Landing Page	Grant Stakeholders Employer Partners K-12 Partners Franklin & 4-year partners	Completed SP21, Updated AU21 & SP 22	Stephanie Schuler, Ivy Lamb	N/A	Website Analytics	Cscc.edu/mobileapp; includes RFI to Katie Lease and contact for Jon & Pete
Social Media (organic reach)	CSCC Community Current Students Prospective Students	Round 1: AU21 Round 2: SP/SU 22	Stephanie Schuler, Darien Velasquez	Free	Social Media Analytics	Link to landing page
Social Media (sponsored)	Central Ohio Community Prospective students	Round 1: AU21 Round 2: SP/SU 22	Emily Thompson Darien Velasquez	Ex. $2.5K for targeted 6 weeks	Social Media Analytics	Link to landing page
SEO/SEM	Central Ohio Community Prospective students	Late Spring	Stephanie Schuler, Marketing team		Website Analytics	Link to landing page
Information Sessions	Prospective students	Autumn 21	Jon Lundquist & Pete Carswell	N/A	Attendance	Post session on website landing page
Admissions: Open Houses, Career Fairs, School Visits	Prospective students	Ongoing	Grants: Alli Kurzawa Admissions: Katie Lease	Print Costs	Request for Info (RFI) Cards	Hot Cards, Slide Deck
Admissions Communication Plans	Prospective students	Ongoing	Grants: Alli Kurzawa Admissions: Katie Lease	Print Costs	RFIs	Targeted outreach with prospective students in Radius
Careers for the Creative Event	Prospective students	March 2022	Jon Lundquist and Stephanie Schuler	N/A	Attendance (100+)	Premier recruitment event for IMM Provide Hot Cards at Welcome Table New degree spotlight during event
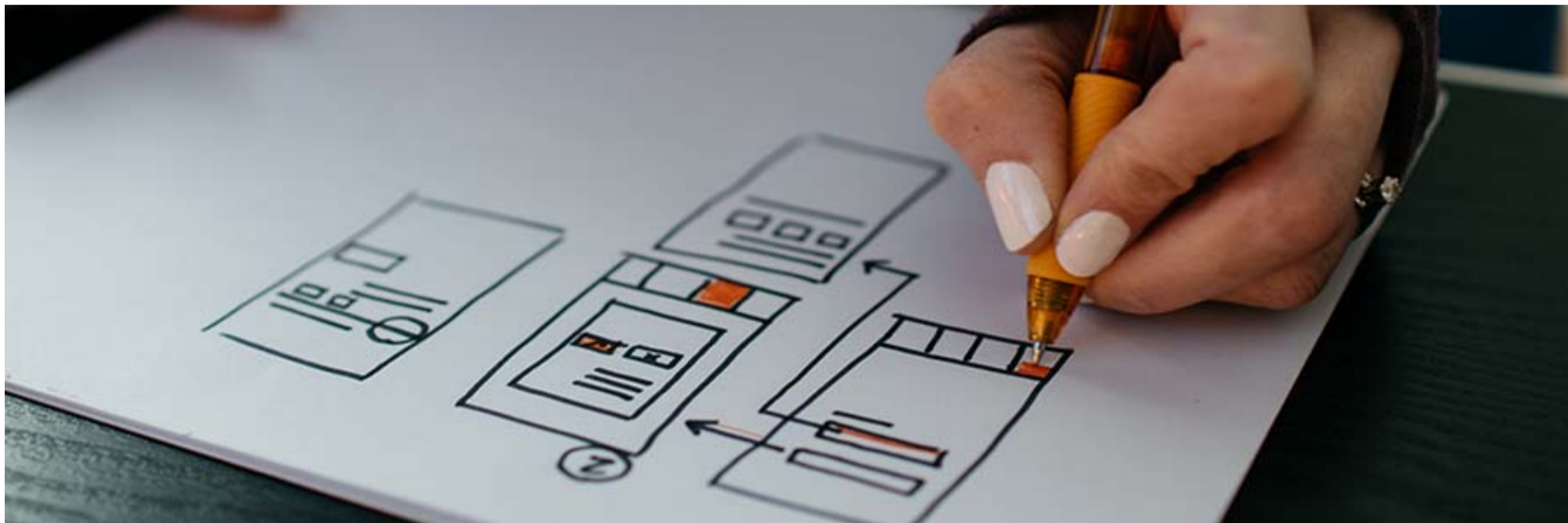
Mobile App Design and Development landing page

:OMMUNITY COLLEGE

🏠 **Home** | **Academics** | **Academic Departments** | **Interactive Media** | Mobile App Design

Mobile App Design and Development

Mobilize your career as an app designer or developer

In the last decade, the percentage of Americans who own a smartphone jumped from 35 to 85 percent. The mobile industry has created a wide range of career opportunities — companies need tech professionals who can build engaging, easy-to-use mobile apps. Columbus State's two new Mobile App associate degree programs offer the opportunity to launch a career in this growing field.

Career Opportunities

Technology needs span all sectors and industries, meaning tech-savvy professionals are in increasingly high demand. In fact, Columbus has become a major tech hub, attracting new startups and tech companies every year.

Cutting-Edge Degree Programs

The Mobile App majors prepare students with highly specialized, in-demand skills in the design and development of content and media for iOS and Android mobile devices. Equipped with quality education and experience, our program graduates will be versatile, competitive job candidates.

Mobile App Design AAS

As a design student, you'll focus on the look and feel of mobile apps as you:

- Design user interfaces and user experience (UI/UX)
- Learn about Rapid Prototyping software: Adobe XD (Figma, Sketch, Photoshop)
- Develop project management skills using Agile Methodology in mobile apps

View the **Mobile App Design plan of study**.

Mobile App Development AAS

As a development student, learn how to get the mobile app designs up and running.

- Investigate Android development using Java and projects directed at Android platform
- Investigate iOS development using Swift and projects directed at iOS platform

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COMMUNITY COLLEGE

Collaborative Experiences for Both Programs

Design and Development students come together for a capstone course in Columbus State's new Mobile Device Lab. Mimicking industry work environments, students from both programs collaborate to create and launch a mobile app, lending them a jump-start in the job market.

Students from both programs will have the opportunity to:

- Design interfaces using iOS/Android guidelines

- Gain real-world knowledge about React Native and hybrid app development

- Learn using mobile analytics with data-driven and research-focused mentality

- Participate in a collaborative capstone project to create an launch a mobile app

This pair of programs was born from a cross-departmental collaboration. Professor Jon Lundquist (Interactive Media) teamed up with Associate Professor Peter Carswell (Information Systems Technology) to conceptualize and implement degree programs for Mobile App Design and Mobile App Development.

Ready to get started? Incoming and current students can contact Student Central for help declaring or changing a major.

The Columbus State Experience

Columbus State provides an affordable, streamlined path to achieving your career goals. You'll get a high-quality education without going into great debt — 76% of our students take on zero student loan debt. And we offer the flexibility you need. We built our offerings to be highly customizable and stackable for all ages and stages. Our advisors help tailor your roadmap, whether you plan to continue to another college after ours or start working right away.

Learn More

REQUEST INFORMATION ▸

Questions? Please contact:

Mobile App Design	**Mobile App Development**
Jon Lundquist	**Peter Carswell**
Professor	Associate Professor
Interactive Media	Information Systems Technology
jlundqui@cscc.edu	pcarswel@cscc.edu
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⬆ **INTERACTIVE MEDIA**

Faculty & Contacts

Tutoring

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COLUMBUS CAMPUS

550 East Spring St.
Columbus, OH 43215
(614) 287-5353
information@cscc.edu

DELAWARE CAMPUS

5100 Cornerstone Dr.
Delaware, OH 43015
(740) 203-8345
delaware@cscc.edu

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The Community

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Mobile App Design and Development

Mobilize your career as an app designer or developer

In the last decade, the percentage of Americans who own a smartphone jumped from 35 to 85 percent. The mobile industry has created a wide range of career opportunities — companies need tech professionals who can build engaging, easy-to-use mobile apps. Columbus State's two new Mobile App associate degree programs offer the opportunity to launch a career in this growing field.

Learn more at **cscc.edu/mobileapp**

Mobile App
Design and Development

Two New Degree Opportunities!
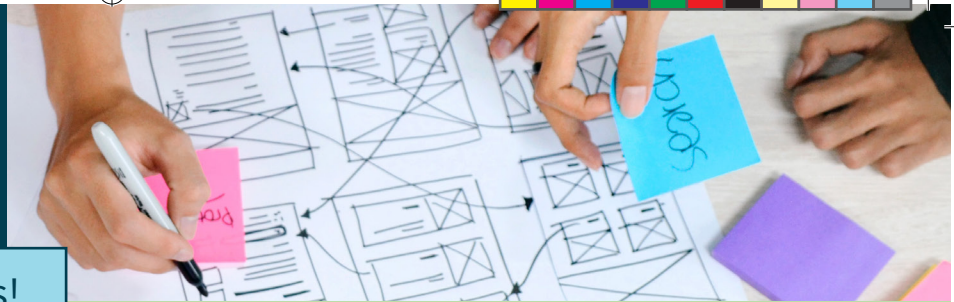
Mobile App Design AAS

- Design user interfaces and user experience (UI/UX) for mobile apps
- Learn about Rapid Prototyping software: Adobe XD (Figma, Sketch, Photoshop)
- Project management using Agile Methodology in mobile apps

Collaborative Experiences for Students in Both Programs

- Design interfaces using iOS/Android guidelines
- Gain real-world knowledge about React Native and hybrid app developmentProject management using Agile Methodology in mobile apps
- Learn using mobile analytics with data-driven and research-focused mentality
- Collaborative capstone course

Mobile App Development AAS

- Investigate Android
- development using Java and projects directed at Android platform
- Investigate iOS development using Swift and projects directed at iOS platform
- Use Agile Frameworks for software development and project management

95582-030822

Mobile Application
DESIGN AND DEVELOPMENT

✖

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NEW Associate of Applied Science
Degree Programs

Mobile App Design / Mobile App Development

In the last decade, the percentage of Americans who own a smartphone jumped from 35 to 85 percent.
The mobile industry has created a wide range of career opportunities — companies need tech professionals who can build engaging, easy-to-use mobile apps. Columbus State's two new Mobile App degree programs offer the opportunity to launch a career in this growing field.

Autumn 2021 Info Sessions
5:30-6:30 p.m. on Zoom

Join us virtually for an info session to learn more about the degree programs and career opportunities! ***cscc.edu/mobileapp***

- Wednesday, September 22
- Tuesday, October 5
- Wednesday, October 20

- Tuesday, November 9
- Wednesday, December 1

Mobile App Design
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Mobile App Development
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Mobile Application Design and Development Information Session

COLUMBUS STATE
COMMUNITY COLLEGE

Mobile Application
DESIGN AND DEVELOPMENT

COLUMBUS STATE
COMMUNITY COLLEGE

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Mobile App Development
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Two NEW Associate of Applied Science Degree Pathways!

Mobile App **Design** AAS

Division/School: Business and Engineering Technologies
Department: Art, Media, & Design

The **Mobile App Design** degree is designed for students who wish to pursue a career as an application designer. The program equips Interactive Media students with highly specialized and in-demand skills in the design and development of content and media for mobile devices in iOS and Android. Design principles, user interface and user experience considerations for a multitude of screens are emphasized. Technical topics include markup or scripting languages that are required of specific media, as well as media optimization, distribution methods, mobile analytics, basic networking concepts, database fundamentals and project management skills.

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Mobile App **Design** AAS

Program Objectives

Upon successful completion of the **Mobile App Design** program, students will be able to:

- Design and develop mobile media content incorporate design, usability, and interaction principles, specific to mobile device use.
- Identify strategies and technologies for marketing, selling, and distributing products and services through the mobile arena.
- Identify opportunities, challenges, and emerging technologies in the mobile industry.

Mobile App **Design** AAS

Career Options

Mobile app <u>designers</u> can go by many names, including app designers, iOS designers, Android designers, and more. They usually work closely with user experience (UX) designers and user interface (UI) designers to apply their designs to mobile interfaces. Their main focus is on native mobile applications, but they also must be able to create designs for mobile and hybrid apps.

With this degree, graduates will be qualified to fill one of these careers:

- Mobile Applications Designer
- Interactive Web Design
- Experience Designer
- Social Media Specialist

- Digital Media Producer
- Mobile Design Technician
- Visual Interface Designer

Columbus State Community College

2 Year Plan of Study

Art, Media & Design

MOBILE APP DESIGN

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COMMUNITY COLLEGE

CAREER AND TECHNICAL PROGRAMS

Name _____
Student # _____
Date Entered _____
Advisor _____

FIRST SEMESTER	G/T/B	CR	
IMM 1101- Mobile App Design I	T	3	
IMM 1210- Mobile Inter /Usability	T	3	
COLS 1100- Freshman Seminar	B	1	
CSCI 1103- Intro to Program Logic	B	3	
CSCI 1150- Networking Term.	B	1	
ENGL 1100- Composition I	G	3	
		14	

SECOND SEMESTER	G/T/B	CR	
DDG 1525 - Storyboarding	B	3	
CSCI 1145 - HTML	B	3	
IMM 1110- Mobile App Design II	T	3	
MATH 1104 - Math for Business	G	3	
CSCI 1320 - Database Fund.	B	3	
		15	

SUMMER SEMESTER	G/T/B	CR	
NAT XXXX Natural Sciences	G	3	
HUM XXXX Humanities	G	3	
		6	

THIRD SEMESTER	G/T/B	CR	
IMM 1140- CSS	T	3	
CSCI 2447- JavaScript Fundamentals	B	3	
IMM 2010- Mobile User Interface	T	3	
SBS XXXX	G	3	
IMM 2110 Project Manage Assets	T	3	
		15	

FOURTH SEMESTER	G/T/B	CR	
IMM 2372- Adobe PhoneGap	T	3	
IMM 2210- Mobile Analytics	T	3	
IMM 2710 - Interactive Portfolio	T	3	
IMM 2999 Mobile Capstone	T	3	
		12	

GRADUATION REQUIREMENTS	
G = General Education	
B = Basic Education	
T = Technical Education	
Total General Ed.	15
Total Basic	17
Total Non-Technical	32
Total Tech. Ed.	30
TOTAL CREDITS	62

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Mobile Application
DESIGN AND DEVELOPMENT

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COMMUNITY COLLEGE
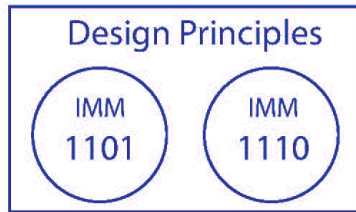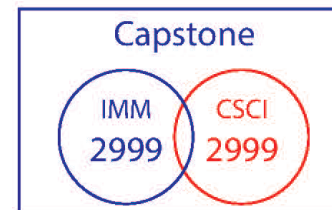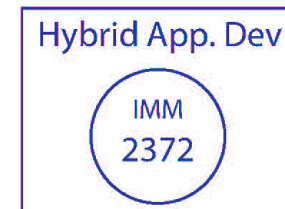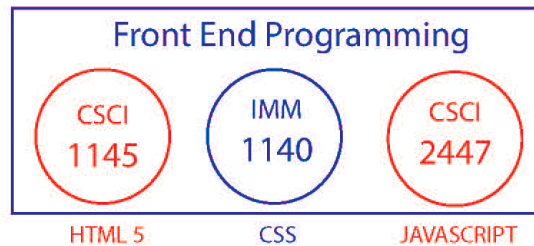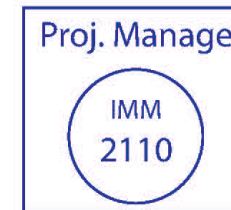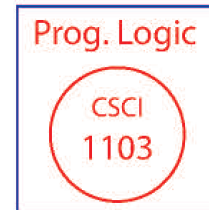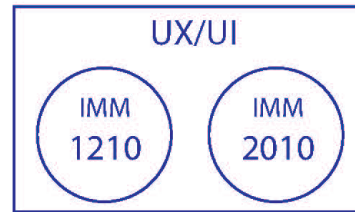
Mobile App **Development** AAS

Division/School: Business and Engineering Technologies
Department: Information Systems Technology

The **Mobile App Development** degree is designed for students who wish to pursue a career as an application developer for mobile devices such as smartphones or tablets. The Information Systems Technology program features the two popular platforms of Android and iOS programming environments. The curriculum also includes a curriculum in current design principles, user-interface design, and user experience and analytics. The degrees have multiple shared courses, including the capstone, which will be held in the new state-of-the-are mobile lab.

Mobile App **Development** AAS

Program Objectives

Upon successful completion of the **Mobile App Development** program, students will be able to:

- Develop applications for mobile devices on both iOS and Android platforms.
- Apply concepts of HTML 5 and JavaScript to network applications.
- Apply modern project management techniques using an Agile methodology

Mobile App **Development** AAS

Career Options

Mobile application and front-end <u>developer</u> positions are not new, even so, this is an emerging field with broad technical knowledge needed.

With this degree graduates will be qualified to fill one of these careers:
- Mobile Applications Developer
- Interactive Web Developer
- iOS or Android App Developer

Columbus State Community College
2 Year Plan of Study
Computer Science
MOBILE APP DEVELOPMENT

COLUMBUS STATE
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CAREER AND TECHNICAL PROGRAMS

Name _____
Student # _____
Date Entered _____
Advisor _____

FIRST SEMESTER	G/T/B	CR	
CSCI1101 Computer Concepts & Applications	T	3	
CSCI 1103 Intro to Prog Logic	T	3	
MATH 1111 Discrete Mathematics for Computing	G	3	
ENGL 1100 Composition I	G	3	
COLS 1100 First Year Experience Seminar	B	1	
		13	

SECOND SEMESTER	G/T/B	CR	
ITST 1101 Ind. Applications and Software	B	2	
IMM 1101 Mobile App Design I	B	3	
CSCI 1275 Bus Analysis & Agile	T	3	
SBS XXXX SBS (select from list)	G	3	
CSCI 1145 HTML	T	3	
		14	

SUMMER SEMESTER	G/T/B	CR	
NAT XXXX Natural Sciences	G	3	
HUM XXXX Humanities	G	3	
IMM 1210 Mobile Inter /Usability	B	3	
		9	

THIRD SEMESTER	G/T/B	CR	
CSCI 1660 Prog Fund for Android	T	3	
CSCI 2660 Android Mobile Apps Dev	T	3	
CSCI 2447 Javascript	T	3	
CSCI 2221 Agile Soft Dev and Testing	T	3	
IMM 2210 - Mobile Analytics	B	3	
		15	

FOURTH SEMESTER	G/T/B	CR	
CSCI 1650 Prog Fund for iOS	T	3	
CSCI 2650 iOS Mobile Apps Dev	T	3	
CSCI 2999 Mobile Capstone	T	3	
IMM 2372 Hybrid App Development	B	3	
		12	

GRADUATION REQUIREMENTS		
G = General Education		
B = Basic Education		
T = Technical Education		
Total General Ed.		15
Total Basic		15
Total Non-Technical		30
Total Tech. Ed.		33
TOTAL CREDITS		63

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CSCI - Mobile App Development

Knowledge and Skills learned - Courses

Intro to Programming
- CSCI 1101
- CSCI 1103

Design / UX / Analytics
- IMM 1101
- IMM 1210

Networking
- ITST 1101

Software Dev. - Agile
- CSCI 1275
- CSCI 2221

Front End Programming
- CSCI 1145
- CSCI 2447

Android Programming / Dev.
- CSCI 1660
- CSCI 2660

IOS Programming / Dev.
- CSCI 1650
- CSCI 2650

Hybrid App. Dev.
- IMM 2372

Analytics
- IMM 2210

Capstone
- CSCI 2999
- IMM 2999

Mobile Application
DESIGN AND DEVELOPMENT

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Mobile App Design

IMM 1110 Mobile App Design II

IMM 1140 Cascading Style Sheets

IMM 2010 Mobile User Experience Design

IMM 2110 Mobile Project Management

IMM 2710 Interactive Portfolio

DDG 1525 Storyboarding

CSCI 1320 Database Fundamentals

Shared Courses

IMM 1101 Mobile App Design I

IMM 1210 Mobile User Interface Design

IMM 2210 Mobile Analytics

IMM 2372 Hybrid Apps Development

CSCI 1103 Intro to Programming Logic

CSCI 1145 HTML

CSCI 2447 JavaScript Fundamentals

IMM/ CSCI 2999 Mobile Capstone

Mobile App Development

CSCI 1101 Computer Concepts and Applications

CSCI 1275 Business Analysis with Agile Dev Frameworks

CSCI 1650 Programming Fundamentals for iOS

CSCI 1660 Programming Fundamentals for Android

CSCI 2221 Agile Software Dev and Testing

CSCI 2650 iOS Mobile App Development

CSCI 2660 Android Mobile App Development

ITST 1101 Industrial Applications and Software

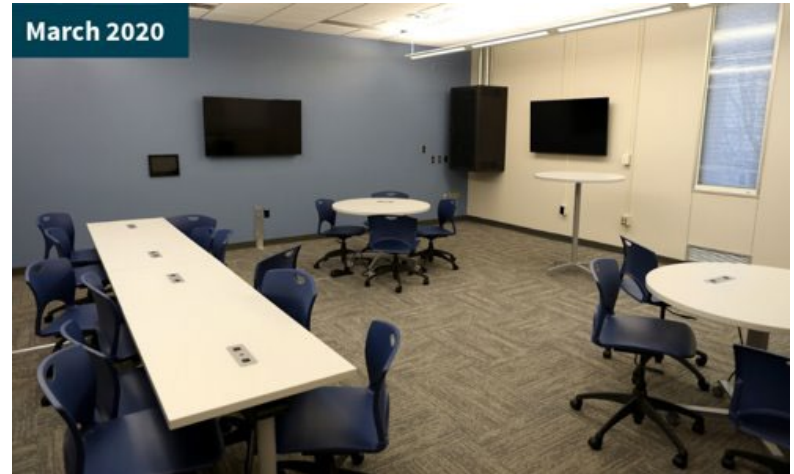# Mobile Application DESIGN AND DEVELOPMENT

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Mobile Device Lab

March 2020

March 2020

How will the Mobile Device lab be used?

Using student's phone - Android or IOS

Will be able to display layouts, designs and functionality of projects through all four screens to encourage group cohesiveness.

Both design and development students will have the ability to work and use mobile device lab

Capstone classes: IMM 2999 / CSCI 2999
Collaborative class for both degrees that will complete a functional app for an outside businesses

Questions & Answers

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Survey

Please scan the QR code with your device to complete the survey.

https://uceducation.az1.qualtrics.com/jfe/form/SV_42bGlKpm8AGA0cK

Thank you!

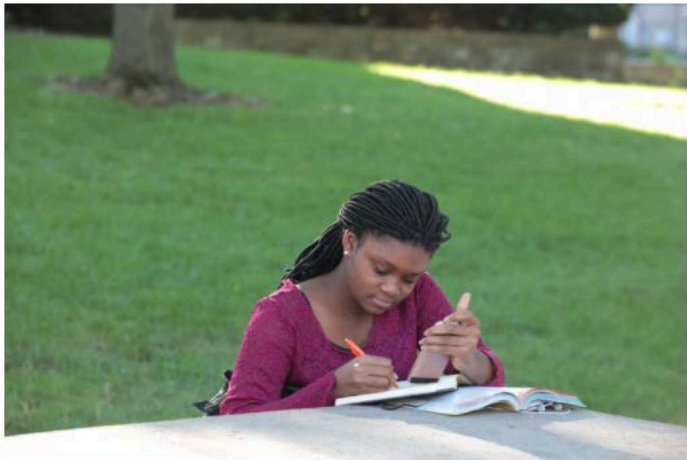Learn more at cscc.edu/mobileapp

Socal Media screenshots

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Mobile app design – there's a degree for that.

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Major in Mobile App Design

APPLY NOW

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Careers for the CREATIVES

Find your future in the creative economy!

Want to turn your creativity into a career? Meet a panel of art, media, and design professionals who have done just that! Discover academic pathways to jobs within the creative economy. Explore cutting-edge design tools and resources.

Wednesday, March 23 | 5:30–7 p.m.

Center for Workforce Development, Ballroom
**In-person and virtual attendance options.
Refreshments included.**

Learn more and register at **cscc.edu/creative**

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