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Teaching the App economy through a creative lens

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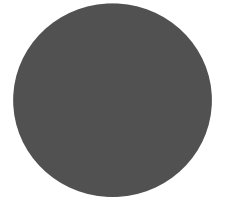
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App economy is on a rise!

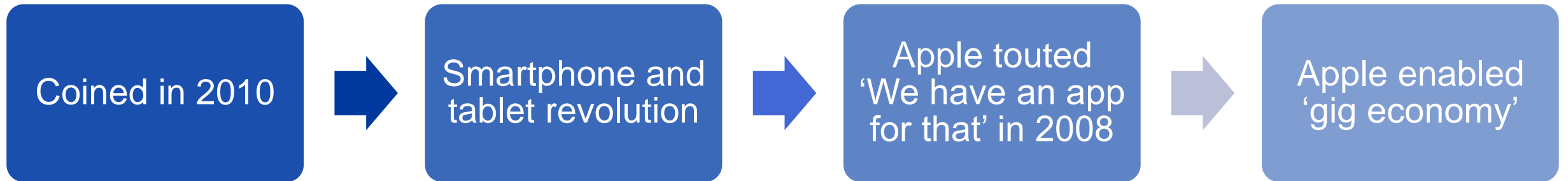
Building an app is a fun, creative, and an exploratory process, unlike its conventional image of being branded as purely tech-savvy. Teaching the app economy courses through a creative lens will add holistic value to the learning experience.

Yes! We've an App for...that too!

- Nothing
- S.M.T.H
- \$1,000,000
- I am Bread



History of Apps

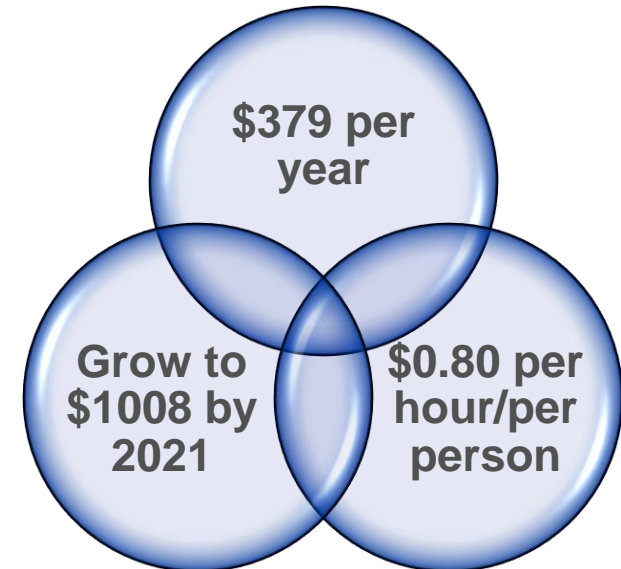


Global App Economy

\$6.3 Trillion
by 2021

3.4 Billion
users

6.3 Billion
apps



App Economy: No Code to Low Code

**Inter-
disciplinary**

**Holistic
view**

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App personality

Story telling

Strategy

Bottlenecks

Workflows

Workarounds

Tools

1

Sketches
App

2

Swift
Playgrounds

3

App journal
template

4

Marvel
POP

Student Learning Outcomes

App Economy: No Code to Low Code

Construct	Construct different types of iOS mobile applications using industry standard tools
Understand	Understand how to translate user stories into viable mobile solutions.
Apply	Apply fundamental design patterns and Agile project management to build an iOS application from end-to-end
Create	Create a custom app of their own design from scratch

Let's connect!

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References

Terebetska, A. (2020). 10 Weird Apps You Won't Believe You Can Download. Retrieved from <https://apiko.com/blog/10-weird-apps-you-wont-believe-you-can-download/>

Perez, S. (2017). App Economy to Grow to \$6.3 trillion in 2021.

Image Source: Pixabay