

Technology  
Science  
Information  
Networks  
Computing



**Lecturer: Ting Wang (王挺)**

利物浦大学计算机博士

清华大学计算机博士后

电子信息技术高级工程师

上海外国语大学网络与新媒体副教授

浙江清华长三角研究院海纳认知与智能研究中心主任

# New Media Product Design and Development

**Lecture 0. Teacher and the Course**

**Dr. Ting WANG**



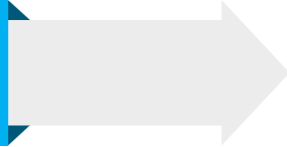
School of Journalism and Communication  
Shanghai International Studies University



Haina Cognition and Intelligence Research Center  
Yangtze Delta Region Institute of Tsinghua University, Zhejiang

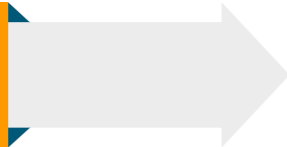
# CONTENTS

01



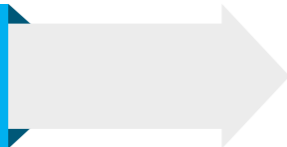
Brief introduction to the lecturer

02



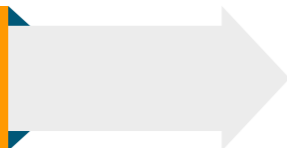
Brief introduction to the course

03



Something you need to prepare

04



Comments to final examination

Part 01

Brief introduction  
to the lecturer

## Brief introduction to the lecturer



**Ting Wang 王挺**

PhD, University of Liverpool

Postdoc, Tsinghua University

Asso. Prof., School of Journalism and Communication,  
Shanghai International Studies University

Director, Haina Cognition and Intelligence Research Center,  
Yangtze Delta Region Institute of Tsinghua University, Zhejiang

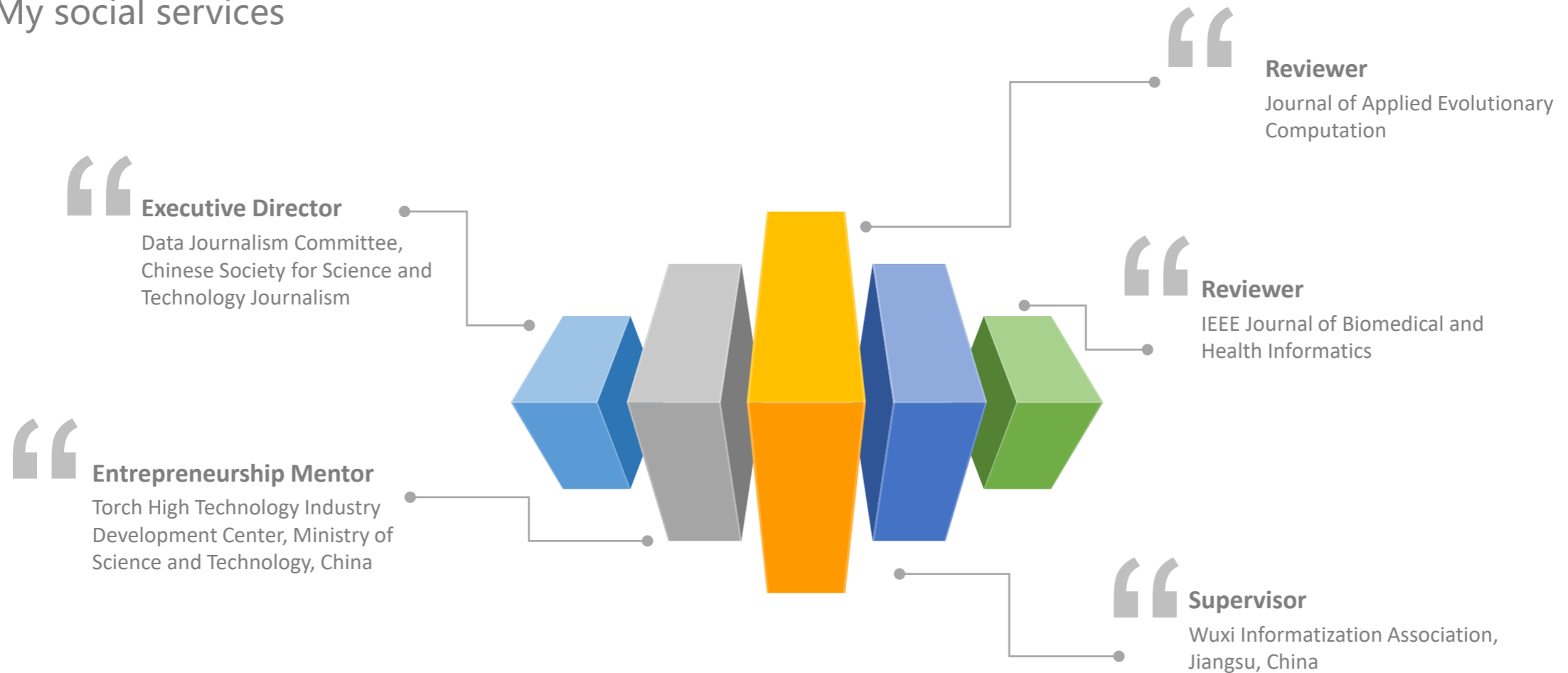


**Research Interests**

Artificial Intelligence, Big Data, Software Engineering

# Brief introduction to the lecturer

## My social services



# Brief introduction to the lecturer



## Experience in Software Design and Development

2003-2004 Software Analyst in MSI

*msi* 微星科技

2005 Software Architecture Design in ASP

2006 Publish my first paper on UML for Software Design

2007 Software Architecture Design in ASP.net

2008-2009 Embedded System Design at Jiangnan Computational Institute

2014-2016 Team Leader in Wuxi Research Institute, Tsinghua University



## My feeling about Software Design and Development

It always bring novel, interesting, and successful feelings to you.

Part 02

Brief introduction  
to the course



# Brief introduction to the course

Why to learn New Media Product Design and Development?

**Our skills [ I suppose that you have already got the following skills ]**

**01** **Web Design**  
HTML  
CSS  
Photoshop  
...

**02** **Programming**  
Python

**03** **Content Making**  
Picture  
Article  
Audio  
Video

**04** **Data base**  
MySQL  
SQL Script

**05** **Data Analysis**  
Statistics  
NLP  
Big Data  
Data Visualization

**06** **Platform Experience**  
Social Media  
Web  
APPs

# Brief introduction to the course

Next is how to make your new media platform

“ You need to know how to

- Manage your team
- Know your customers
- Design the interface
- Build the database
- Write the codes
- Push your projects
- Testing your products
- Show your products



# Brief introduction to the course

This course aims to integrate your skills

“Then...You can:

- Design your unique functions
- Use your visual identification
- Improve your solid ability
- Start your own business
- Make your life better
- Be a challenger of your future
- Make your dreams come true



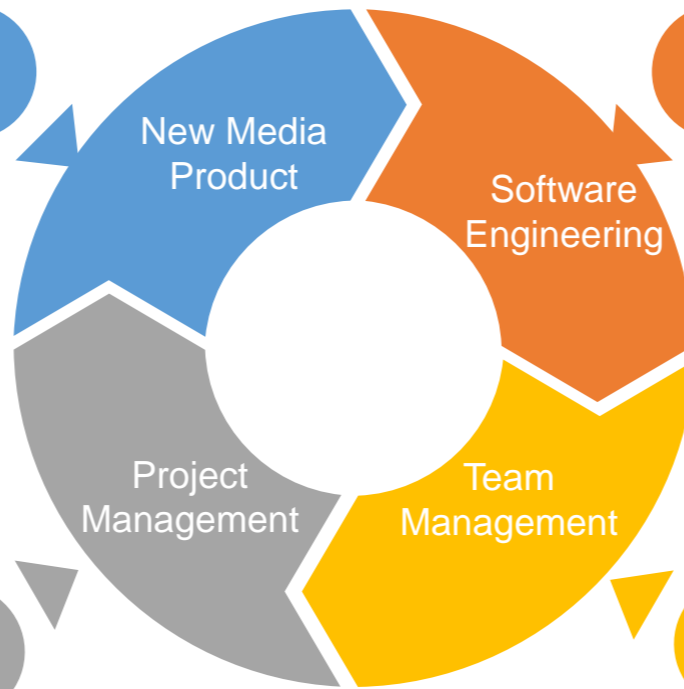
# Brief introduction to the course

What is New Media Product Design and Development about?



01  
What is New Media Product?  
What is the software?  
What is the hardware?  
How to present news with the product?  
What will AI bring to us?

01



02  
What is Software Engineering?  
What is the life cycle of the Software Engineering?  
How to design a software?

02



04  
What is a project?  
How to know your customer?  
Why business is important?  
How to road show?

04



03  
How to be a team leader?  
How to know your team?  
How to make a progress?

03

# Brief introduction to the course

## Contents

“ This Course is **NOT** about



- How to design a user interface
- How to make the interface more beautiful
- How to improve user experience



- How to run a new media platform
- How to promote in the market



- How to write an article to attract readers
- How to forward the content on social networks



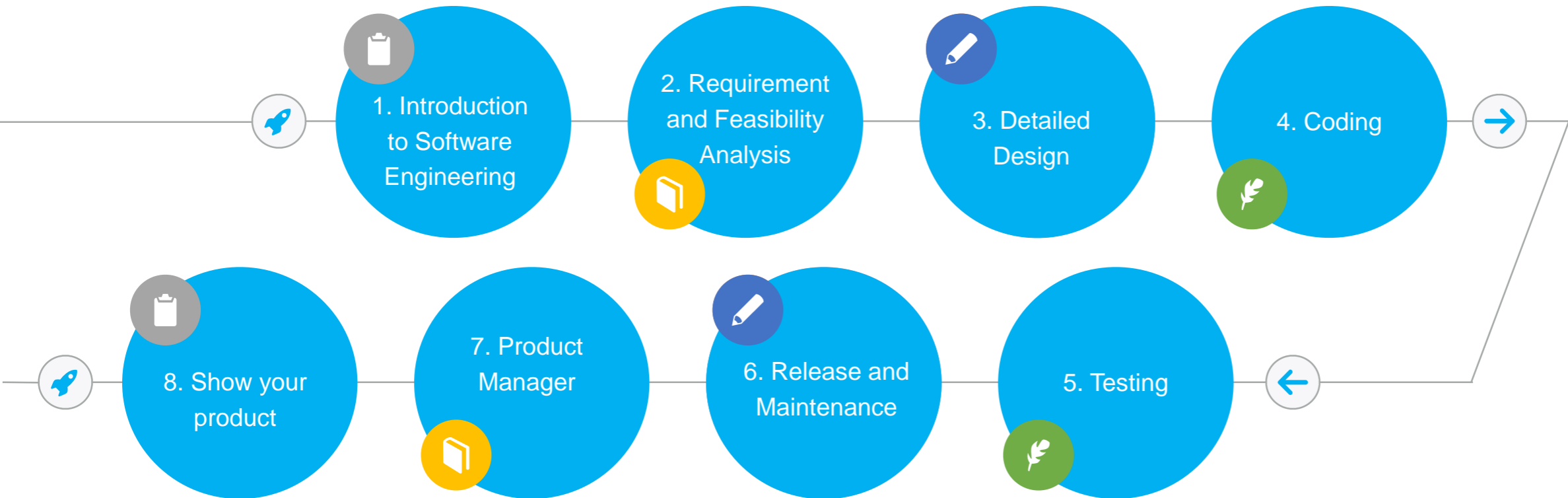
- How to design a scenario
- How to make a film



# Brief introduction to the course

## Contents

““ This course is about:

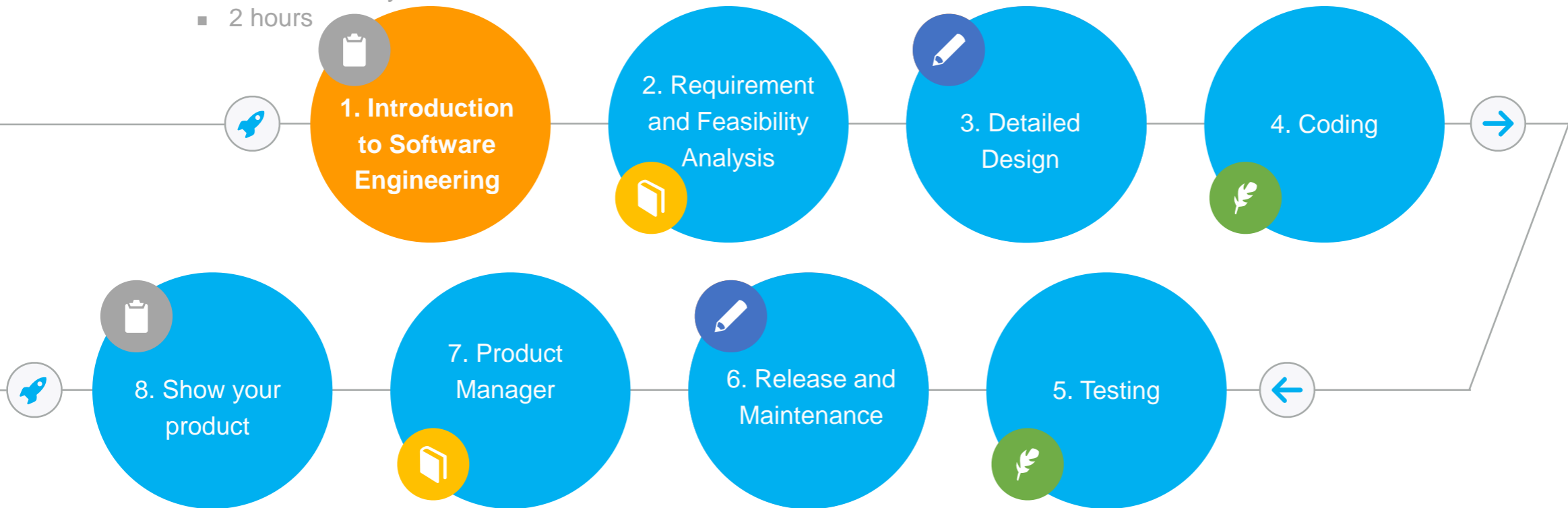


# Brief introduction to the course

## Contents



- History and concepts
- A guide to GB/T8567-2006
- Software life cycle
- 2 hours

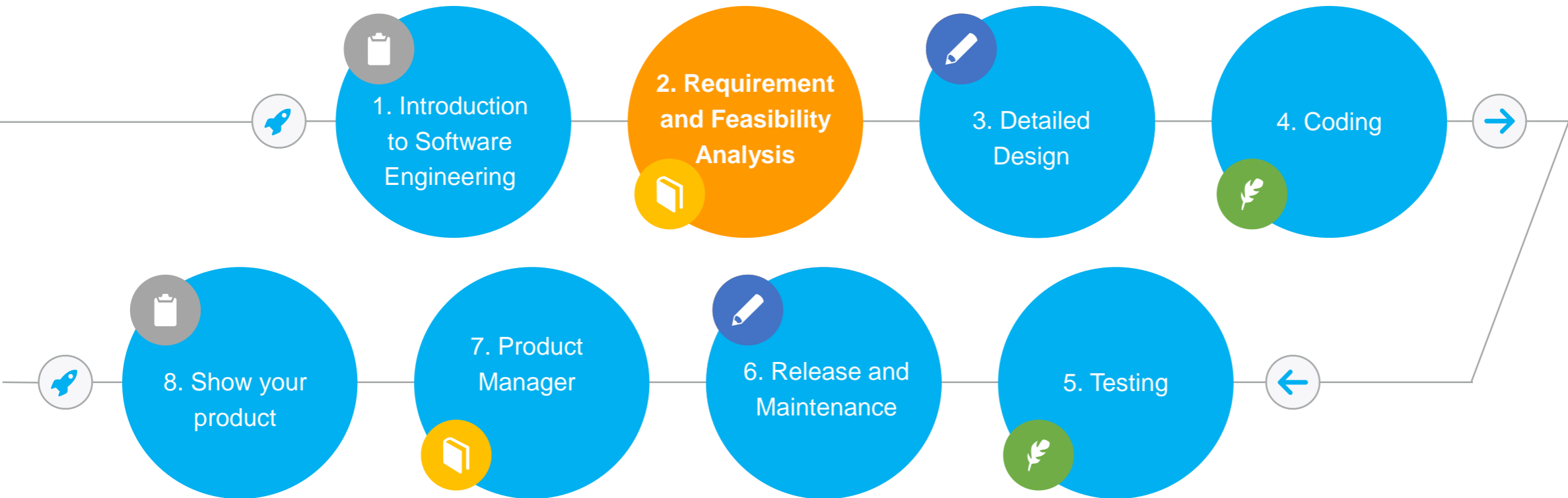


# Brief introduction to the course

## Contents



- Requirement analysis
- Feasibility analysis
- General design
- Visio + UML
- 2 + 2 hours





# Brief introduction to the course

## Contents



- Axure
- Data base design
- Visio + UML
- 2 + 2 hours

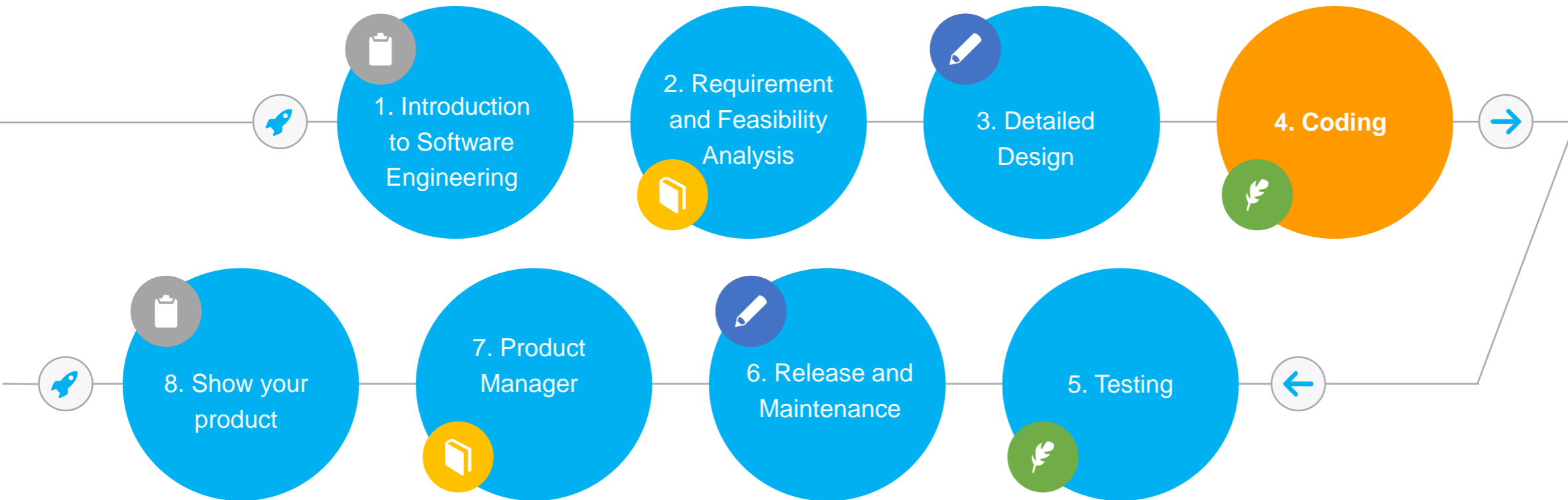


# Brief introduction to the course

## Contents

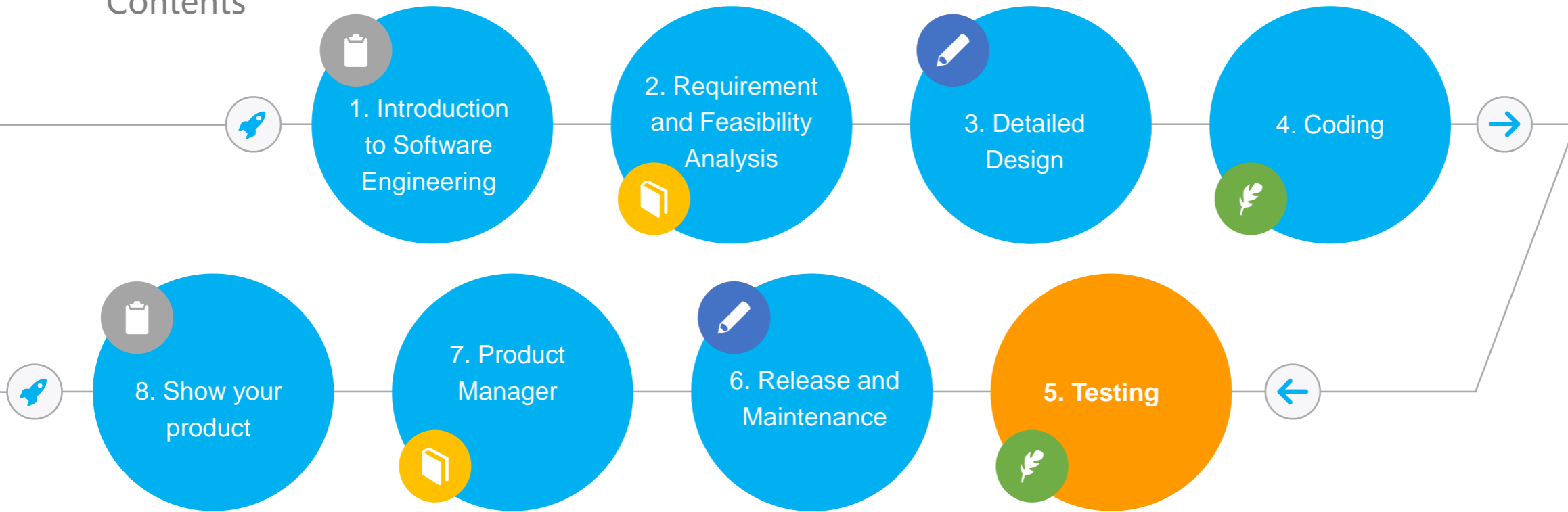


- Systems for different business
- Systems on different platforms
- Program Coding
- 4 + 4 hours



# Brief introduction to the course

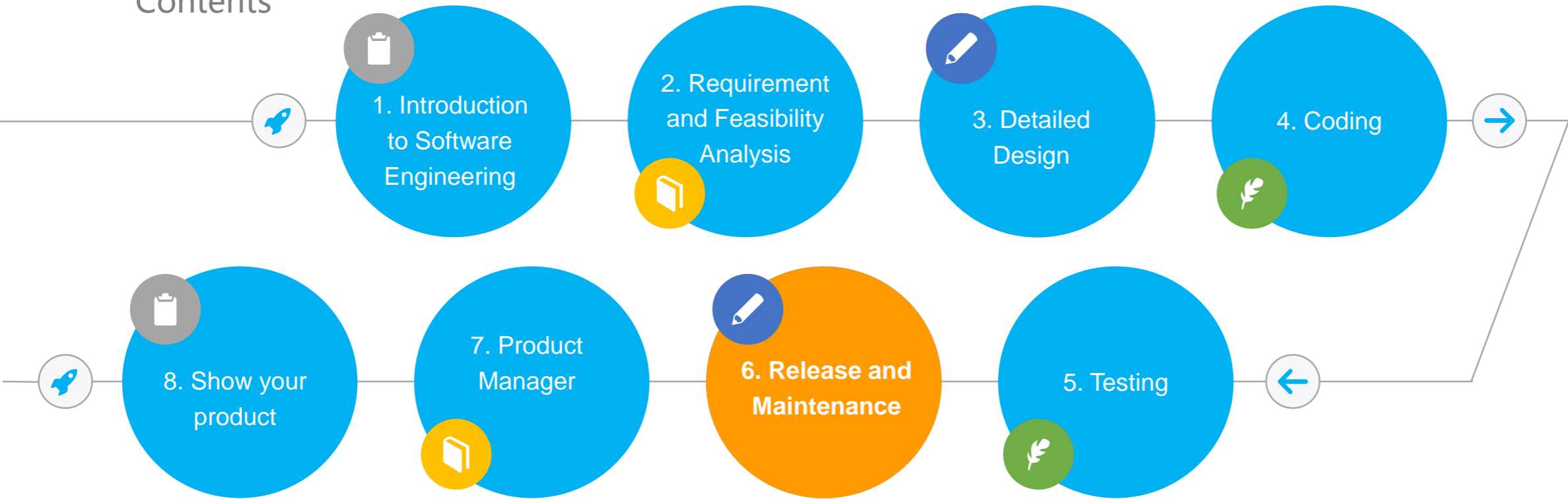
## Contents



- Concepts of testing
- Testing approaches
- Testing tools
- 2 + 2 hours

# Brief introduction to the course

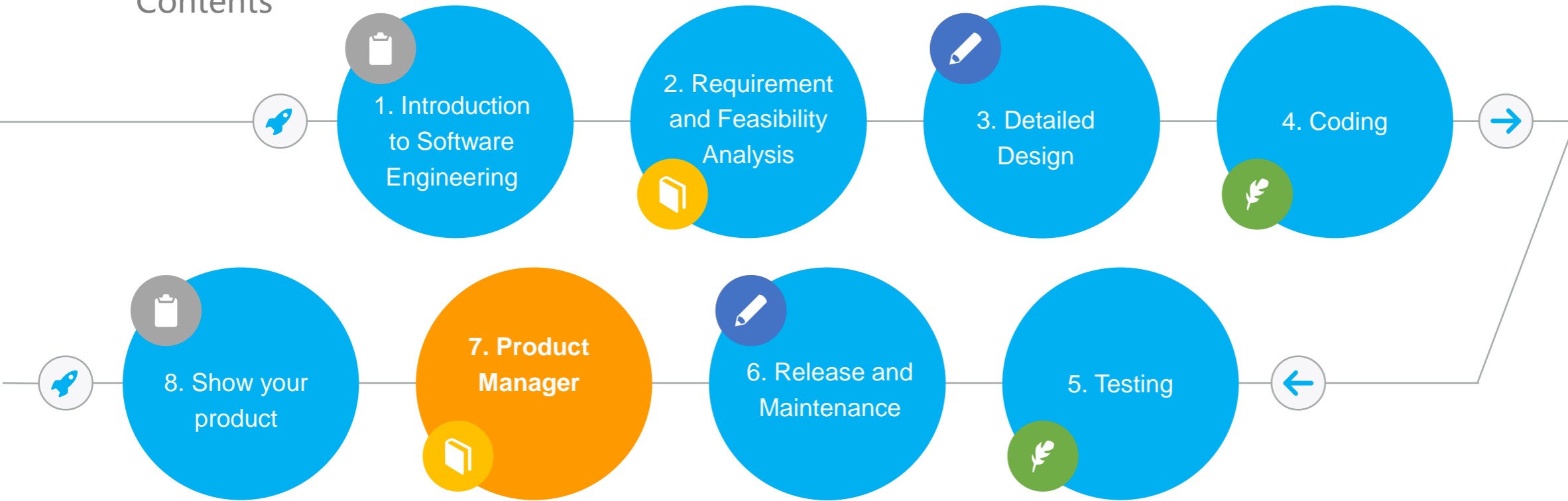
## Contents



- Release your software / web
- Cloud computing platforms
- Maintenance
- IIS Web services
- 2 + 2 hours

# Brief introduction to the course

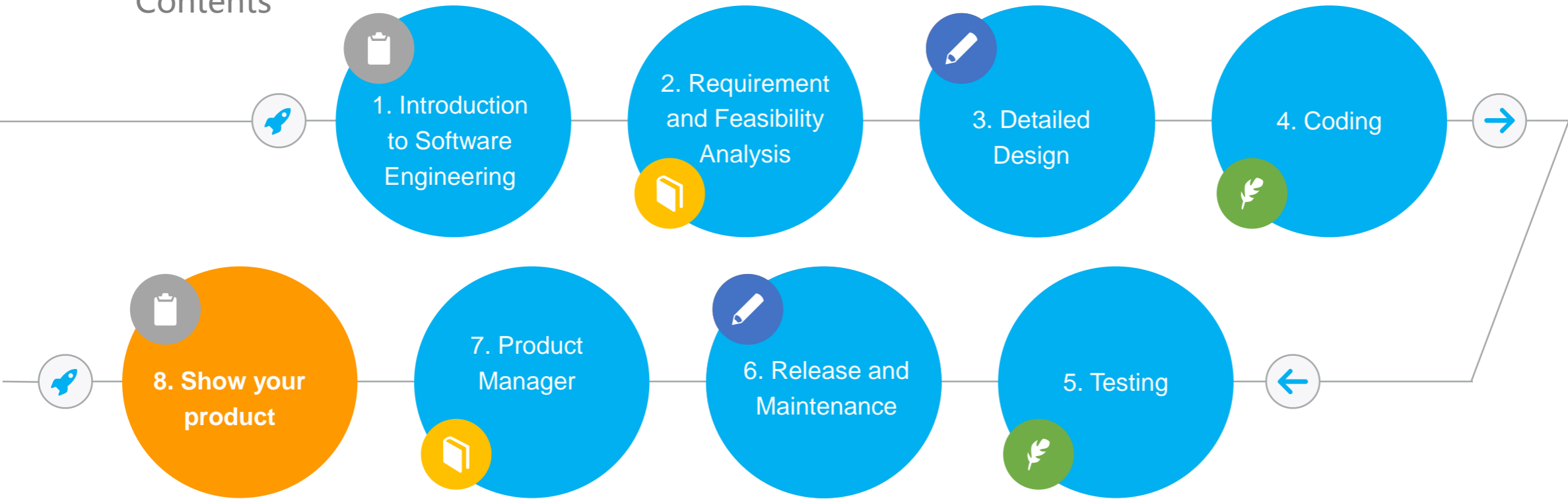
## Contents



- Project Management
- Product Manager
- Team manage
- 2 + 2 hours

# Brief introduction to the course

## Contents



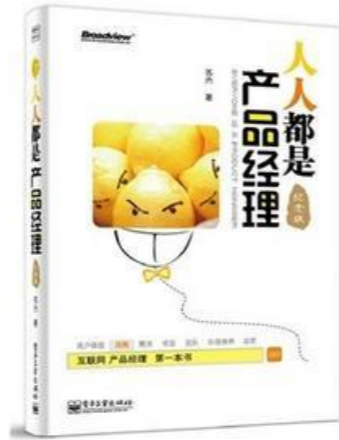
- “ “
- Road show
  - 2 hours

# Brief introduction to the course

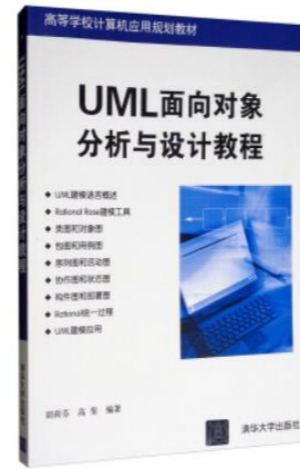
## References



人工智能产品经理



人人都是产品经理



UML面向对象  
分析与设计教程



软件工程导论



计算机软件文档编制  
规范GB/T8567-2006

Part 03

Something you  
need to prepare



# Something you need to prepare



# Something you need to prepare

A Computer



Other OS will not be taken as an example



To release your web

01

COMPUTER

# Something you need to prepare

Program IDE



02  
PROGRAM  
IDE

# Something you need to prepare

MS Office



**Word**  
Documents



**PowerPoint**  
Presentation



**Visio**  
UML Diagram  
ER Diagram

03

**MS OFFICE**

# Something you need to prepare

Data Base



04

DATA BASE

# Something you need to prepare

Prototype Tools



axure



Last Version: Axure RP9  
OS: Windows, macOS

05  
PROTOTYPE  
TOOLS

# Something you need to prepare

Team



Part 04

Comments to  
final examination



# Comments to final examination

In the class  
totally 10%

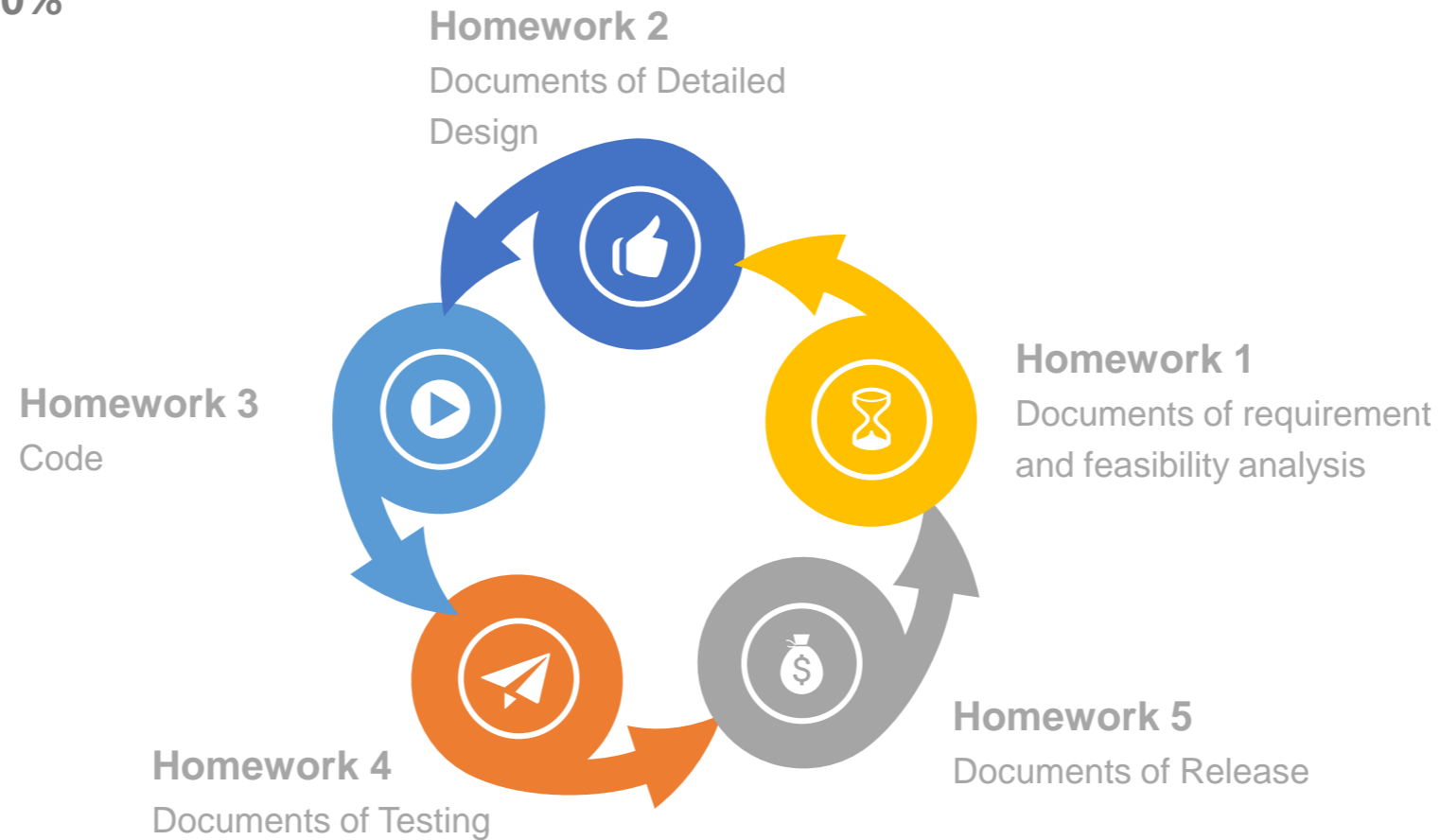


- Attendance 5%
- Interaction 5%

# Comments to final examination

Homework

6% for each, totally 30%



# Comments to final examination

Road show



Presentation + Code 60%



# Comments to final examination

Some excuses to have a plus



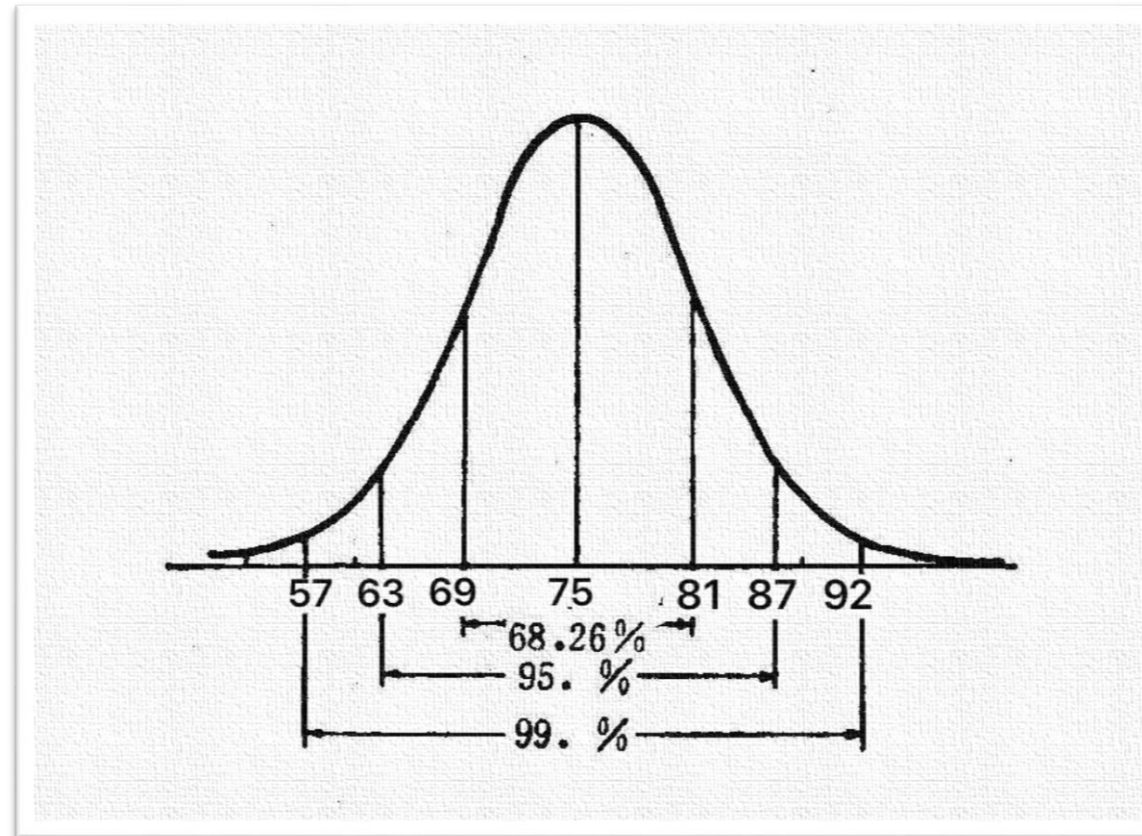
Paper Publication



Software Copyright

# Comments to final examination

Final score in normal distribution



# New Media Product Design and Development

Lecture 0. The End

# THANK YOU

## Dr. Ting WANG



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