Learning with Apple Technologies

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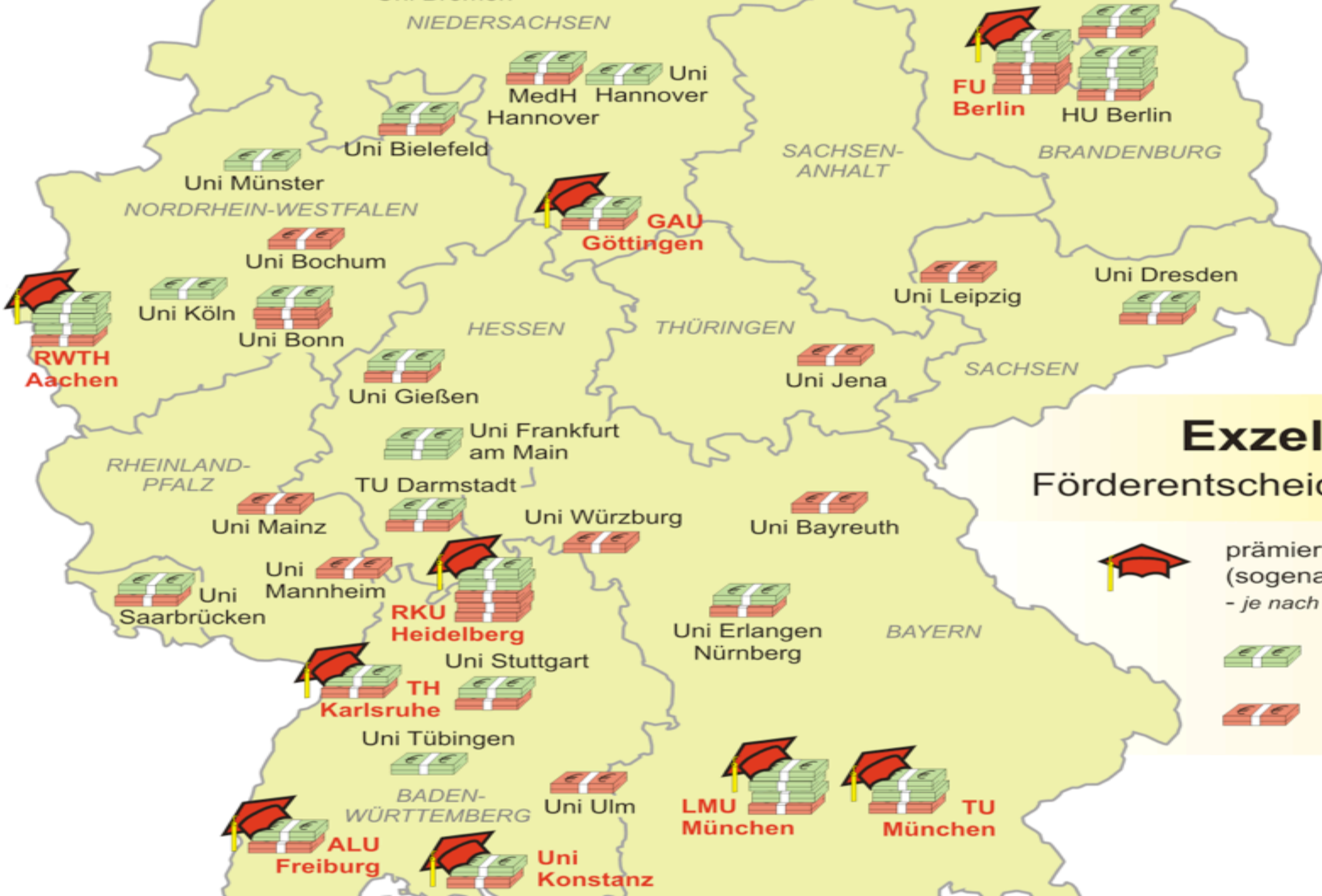
Apple Education Leadership Series
London • Jan 14, 2010

- 30.000 students
- One of Germany's 9 Excellence Universities
- Highest research funding from DFG (the German NSF) in the nation
- Technology focus

Exzellenzinitiat[ive]

Förderentscheidungen 2006/[...]

prämiert für das Zukunftskor[...]
(sogenannte Elite-Universitä[...]
- *je nach Antrag ca. 7 bis 14 Mio.[...]*

Exzellenzcluster
- *6,5 Mio. €/Jahr*

Graduiertenschule
- *1 Mio. €/Jahr*

Map labels:

NIEDERSACHSEN
NORDRHEIN-WESTFALEN
HESSEN
THÜRINGEN
SACHSEN-ANHALT
BRANDENBURG
SACHSEN
RHEINLAND-PFALZ
BAYERN
BADEN-WÜRTTEMBERG

Uni Münster
Uni Bielefeld
MedH Hannover
Uni Hannover
FU Berlin
HU Berlin
Uni Bochum
GAU Göttingen
Uni Dresden
Uni Köln
Uni Bonn
Uni Leipzig
RWTH Aachen
Uni Gießen
Uni Jena
Uni Frankfurt am Main
TU Darmstadt
Uni Mainz
Uni Würzburg
Uni Bayreuth
Uni Mannheim
RKU Heidelberg
Uni Saarbrücken
Uni Stuttgart
Uni Erlangen Nürnberg
TH Karlsruhe
Uni Tübingen
Uni Ulm
LMU München
TU München
ALU Freiburg
Uni Konstanz
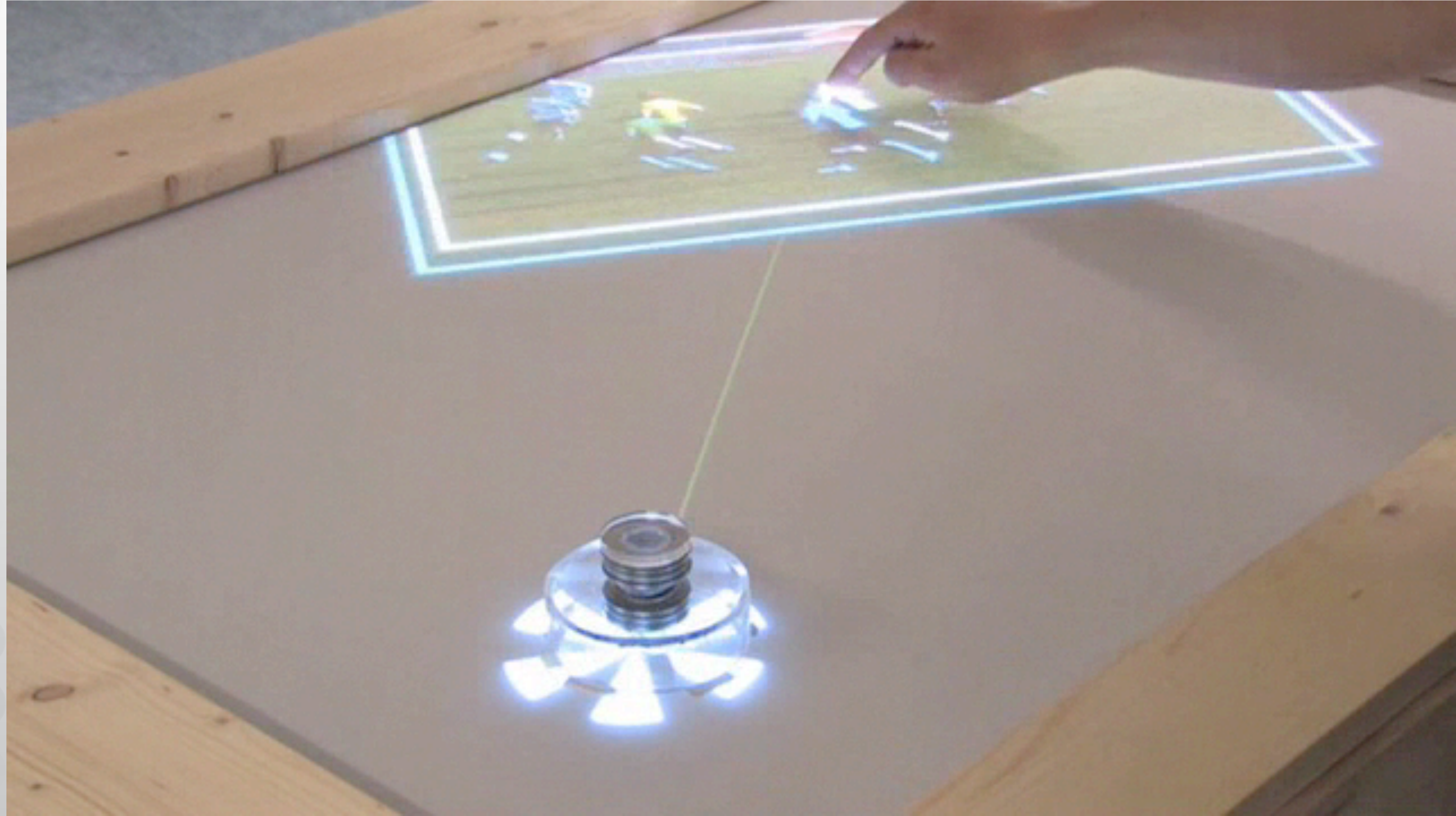
Media Computing Group

- Part of the Computer Science Department

- Our focus: New technologies for Human-Computer Interaction (HCI)

- Apple-based

Media Computing Group: Projects

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Why Apple: General

- Unix-based OS

- Robust through small hardware model range

- Subtle usability advantages (consistency, user-centeredness)

  - If switching is possible

- Essentially no viruses

- No client OS software license hassles

➡Low Total Cost of Ownership

Why Apple: Universities

- No hardware in lowest price segment

  - But higher-end hardware makes more sense for many universities due to re-selling difficulties

- Apple On Campus online store

- Helpful infrastructure: Apple dealers, Apple Education support

- Open-source base OS, open standards support

- eLearning through simple media handling

Why Apple: Computer Science

- Only OS offering both MS Office and Unix shell

- Free, modern IDE (Xcode)

  - But: Microsoft Academic Alliance Program

- Innovative OS features for academic R&D

  - Core Image,…

- Observation: Growing market share among students and faculty
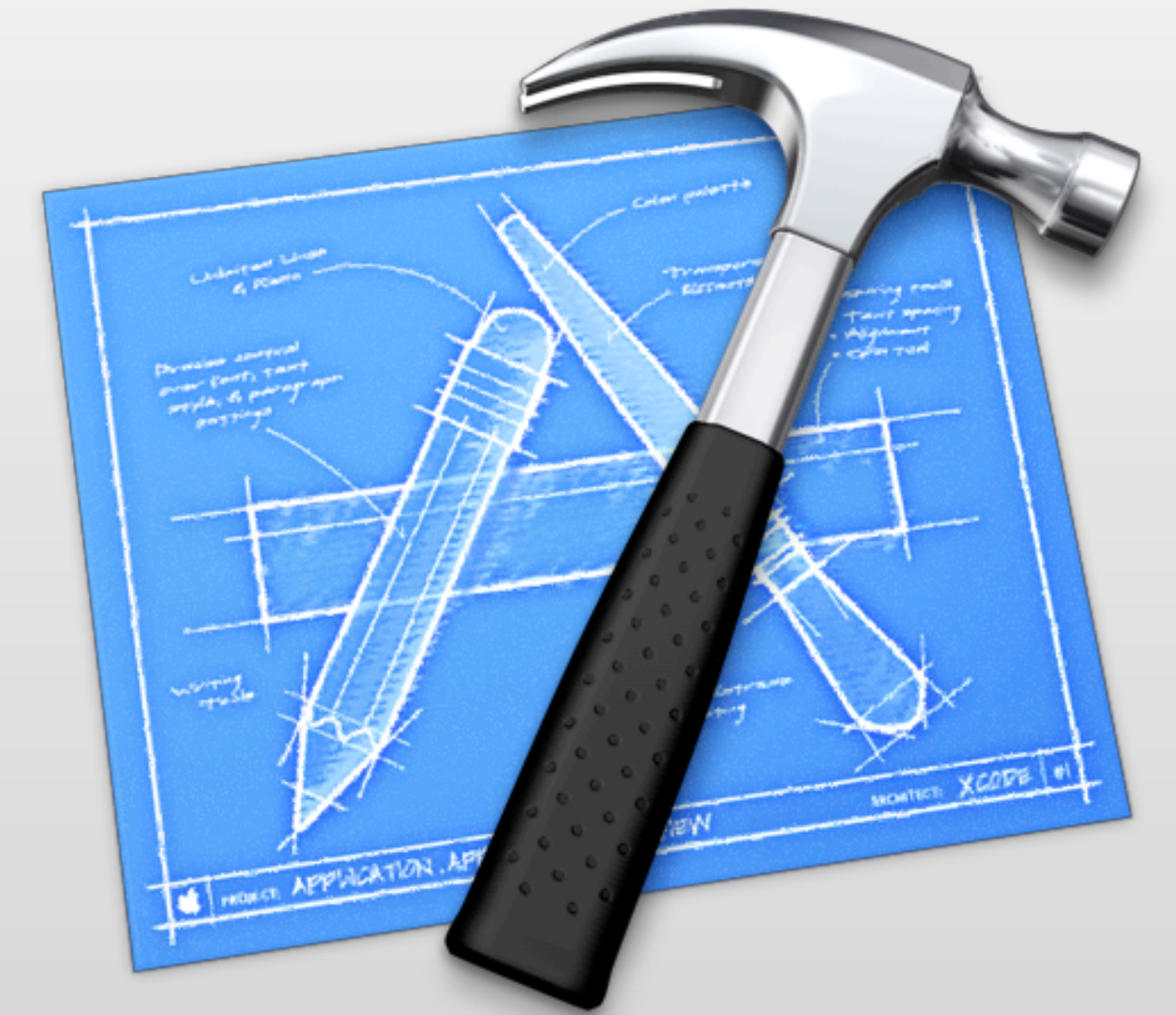
"But Does It Run Windows?!"

Mac-only applications

Mac versions

Virtualization

Bootcamp

Education
Apple Store
0800 0003 168

Suche

Willkommen im Apple Store | Hilfe | Ihr Konto | Einkaufswagen

Apple On Campus | **RWTHAACHEN** RHEINISCH-WESTFÄLISCHE TECHNISCHE HOCHSCHULE AACHEN

Mac kaufen
iPod kaufen
iPhone kaufen
Mac Zubehör
Mac Software
Mac Spiele
iPod Zubehör
iPhone Zubehör

Geschenkservices

iTunes Geschenkkarten

Neu im Apple Store
iMac
MacBook
Mac mini
Apple Magic Mouse
Apple Remote
Time Capsule – 1 TB
AirPort Extreme Basisstation
iPod nano
iPod shuffle
iPod classic
iPod touch
iPod nano Armband
iPod Universal Dock Adapter 3er Pack für den iPod nano (5. Generation)
Mac OS X 10.6 Snow Leopard

iPhone 3G | **iPhone 3GS**

iPod shuffle
Ab
55,00 €

iPod nano
Ab
139,00 €

iPod classic
Nur
229,00 €
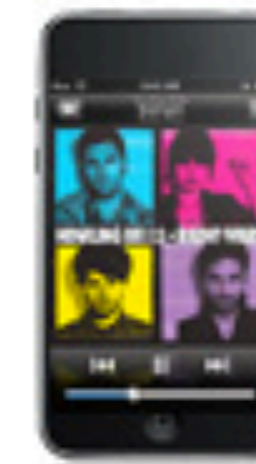
iPod touch
Ab
189,00 €

Apple TV
Nur
269,00 €

NEU
MacBook
Nur
791,35 €

MacBook Pro
Ab
1.011,50 €

MacBook Air
Ab
1.231,65 €

NEU
Mac mini
Ab
483,14 €

NEU
iMac
Ab
967,47 €

Mac Pro
Ab
2.023,00 €

Finanzierung

Apple Campus Rep

- Student helping other students understand Apple technologies and make purchase decisions

- Funded through external agency

- Weekly helpdesk hours

- Runs mac.rwth-aachen.de with help for Mac users on campus

Large Project Agreements

- Support through very competitive pricing for equipping major new strategic centres

- Example: HumTec (50 researchers, €300k)

RWTH Aachen University on iTunes U

- 2001/2002: Stanford faculty

- 2006: Stanford iTunes U beta, contacted Apple

- 2008: RWTH selected for iTunes U pilot

- 1/2009: RWTH on iTunes U launch

RWTH on iTunes U Today

- Over 11 million downloads (33 TB transferred)

- 10 active faculty from 5 departments

- 336 files (mostly videos) in 36 tracks

Number of Files by Department

- RWTH Public Relations
- Excellence Initiative
- Architecture
- Civil Engineering
- Computer Science
- Medicine
- Mechanical Engineering
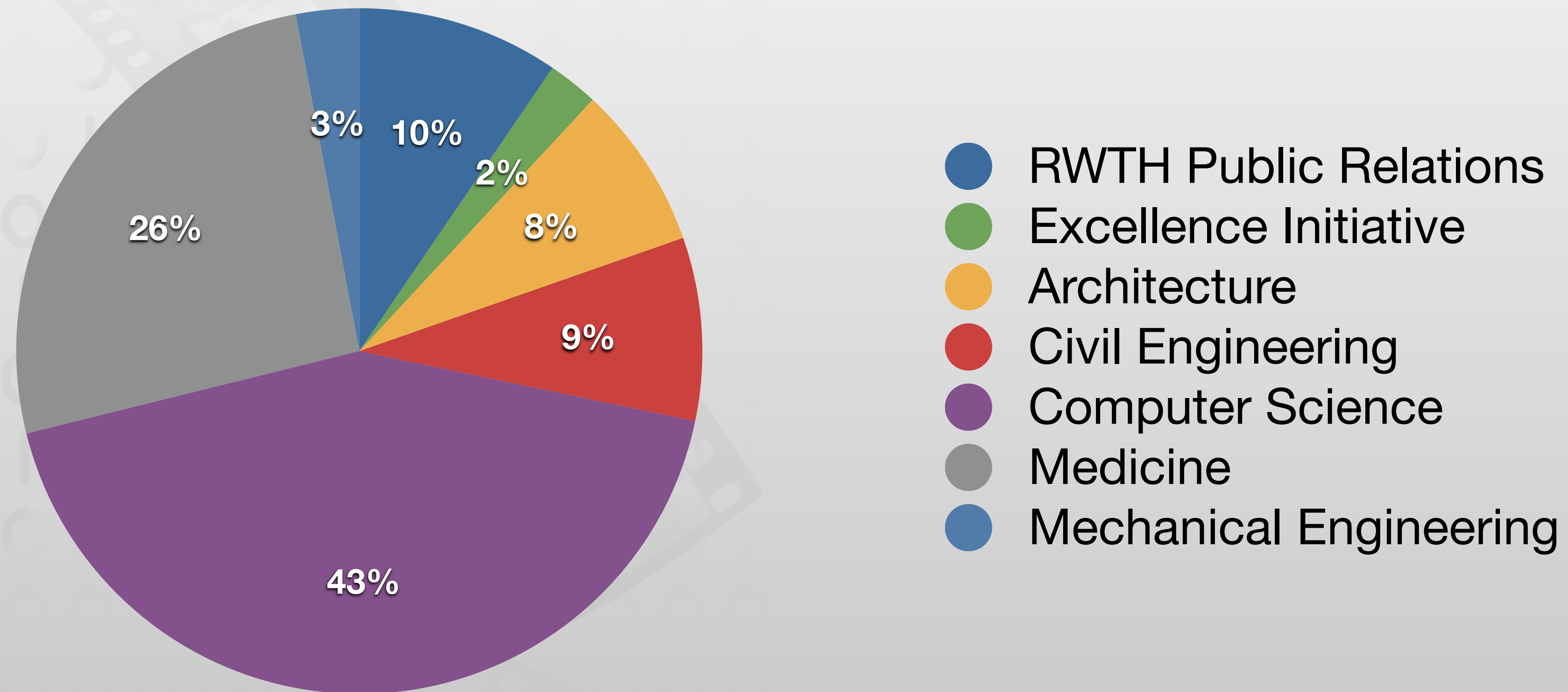
AATCe at RWTH

- Apple Authorized Training Center for Education since 2008

- 4 Trainers from 3 departments

  - Mostly administrators

- Certified to hold introductory and advanced IT courses on Mac OS 10.6

- Builds "corporate memory"

AATCe Lab

- Space for 16 students at 8 workstations

- Mac minis,
  23" Cinema Displays

- High-speed network

- Projector & speakers

AATCe Seminar Room

- Room for 50 students

- Projector, speakers

- eBeam whiteboard

- Audio/video
recording technology

Lecture Video Recording

- Video

  - HD camera with tripod

  - Screen cast for the slides (iShowU)

- Audio

  - Wireless + room microphones

  - Laptop sound

- Setup

  - Test audio and video each recording session

  - Start lecture and recording in sync

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Lecture Video Editing

- ## Hardware

  - Fast machines (Mac Pro)

  - Large screens (30'')

  - Headphones

- ## Software

  - Final Cut Pro

- ## Training

  - Apple training available

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Lecture Video Editing

- Focus on the slides

  - The slides make the content, the speaker the atmosphere

- Cut out...

  - Administrative stuff

  - Long questions or student activities

  - Breaks

  - Mistakes

  - For iTunes U: copyrighted material

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Lecture Video Production

- ## Podcast Producer 2

  - Comes with 10.6 server

  - Automatically encode video into different formats and publish

- ## One workflow per lecture

  - Workflow defines meta-data (i.e. where to publish, format)

  - Can be edited by hand

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Apple Technology In Our Group

- 3 student labs, 1 video editing lab

  - 8 Mac minis, 10 Mac Pros, 6 Power Macs

  - 23"/30" Cinema Displays

- Media Space

  - 4 MacBook Pros with 40" SmartBoard Displays

- 5 Xserves, 12TB Promise Raid

- Personal MacBook Pros+30"+iPhones

- Mobile classroom

The Aachen Media Space

- 3 Main Functions:

  - Testbed for our research

  - Everyday meetings and presentations

  - Showcase for visitors

- Part of flexible floor concept for entire group

  - Electronic whiteboards

  - Disappearing computers

  - Completely reconfigurable

  - Mobile walls and furniture

Aachen Media Space

iPhone Development Class

- 11 lectures, weekly assignments, final project

- Students expected to know OO programming

- Covers 3.1

- Faster pace and additional topics compared to Stanford class (databases, networking, audio,…)

- 21 students

- hci.rwth-aachen.de/iphone

TOP DOWNLOADS

Seite 3 von 4

61. Getting Started with an iPod Touch
Miami Dade College
Miami Dade College
Kostenlos FILM LADEN

62. Florida Folk Music: Baby I Am Georgia B...
Red & Murphy Henry with Tuck Tucker
Florida Department of Education
Kostenlos TRACK LADEN

63. The Myth of Psyche
Todd Daniel
Missouri State University
Kostenlos TRACK LADEN

64. Developing characters
Open University
Open University
Kostenlos TRACK LADEN

65. Bejeweled
Dinkinish O'Connor
Miami Dade College
Kostenlos TRACK LADEN

66. All change - crisis as opportunity
Professor Jaideep Prabhu
Cambridge University
Kostenlos TRACK LADEN

67. Developing the Idea
Open University
Open University
Kostenlos TRACK LADEN

68. What's Hot in Jet Engines
John Eaton
Stanford
Kostenlos TRACK LADEN

69. Objective-C, COCOA
Prof. Dr. Jan Borchers
RWTH Aachen University
Kostenlos FILM LADEN

70. Lecture 01: Introduction to Brain-behavi...
Gerald Schneider
MIT
Kostenlos TRACK LADEN

71. Bones of the Hand
Dr. Allan Forsman
East Tennessee State University
Kostenlos FILM LADEN

72. Rumi the Poet: Self-Portrayal, Dialogue ...
Ahmad Karimi-Hakkak
Stanford
Kostenlos TRACK LADEN

73. 01 - Introduction
John Merriman

74. Google Mobile App
ITSCO

75. Starbucks Reinvents the International C...
Dennis Macray

Cocoa Heads

- Monthly informal get-togethers

- Short talks by participants on current Cocoa technologies

  - iPhone SDK programming (May'08),
    Apple Mail plugin development, …

- First German chapter (cocoaheads.de)

Summary: Puzzle Pieces

- Why Apple?

- Apple On Campus online store

- Apple Campus Representative

- Agreements for large projects

- iTunes U

- AATCe training center

- iPhone development classes

- Cocoa Heads

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