## DIGITAL DISRUPTION AND INNOVATION in Fall 2018 (CM5020E)

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| **Course Code** | CM5020E | **Professor(s)** | Anthony Hamelle |
| **Prerequisites** | None | **Office Number** | N/A |
| **Class Schedule** | | **Office Hours** | N/A |
| **Credits** | 2 | **Email** | ahamelle@aup.edu |
| **Semester** | Fall 2018 | **Office Tel. Ext.** | N/A |

# Course Description

**MODULE DESCRIPTION:**

In a world saturated in digital content, where digital media are no longer disruptive in themselves but form a cultural foundation, communicators must find innovative ways to stand out and engage their audience. This module will draw on current digital strategies and examine emerging industry trends in order to challenge students to conceive innovative digital solutions for brands and other stakeholders and to rethink how agencies function.

# Course Learning Outcomes

# General Education

[PLEASE EDIT OR REMOVE THE FOLLOWING TEXT AS APPLICABLE]
The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

# Course Outline

- Wednesday, 28 November (15h20-21h25) room C-505 (6, rue Combes, 75007 Paris)
- Friday, 30 November (15h20-21h25) room C-505 (6, rue Combes, 75007 Paris)
- Saturday, 1 December (10am-6pm) room C-505 (6, rue Combes, 75007 Paris)

## PART 1 - THE AGE OF DIGITAL: OLD

### 1.1. Storytelling

It's not what you think. It's more than you think. It's still what you think.

Reading

ALTMAN, Rick. *A Theory of Narrative*. Columbia University Press. 2008.

WIKIPEDIA. *TED Conference*. http://en.wikipedia.org/wiki/TED_(conference)

WIKIPEDIA. *PechaKucha*. http://en.wikipedia.org/wiki/PechaKucha

TED. *http://www.ted.com & [Storytelling](#)* (collection).

PECHAKUCHA. *http://www.pechakucha.org*

LEHRER, Jonah. *How We Decide*. Mariner Books.

CARDON, Dominique. *La Démocratie Internet*. La République des Idées. 2010.

HARARI, Yuval. *Sapiens, a brief history of mankind*. 2015.

TREASURE, Julian. *[How to Speak so that People Want to Listen](#)*. TED. 2013.

MENDES, Sam. American Beauty. Facture Film. 1999.

REITMAN, Jason. Men, Women & Children. Feature Film. 2014.

### 1.2. Communities

In the XXc we had forgotten that we had been living in a social world all along, a world made of communities, of horizontal powers, of self-emergent powers. In the XXIc the digital lens that's all around us helps us see that social world anew.

## Reading

BARABASI, Albert-Laszlo. *Linked*. Plume, 2003. ?WATTS, Duncan. *Six Degrees: The Science of a Connected Age*. WW Norton & Company, 2003. ?WATTS, Duncan. http://research.microsoft.com/en-us/people/duncan/. ?GLADWELL, Malcolm. *The Tipping Point*. Little, Brown and Company, First Edition, 2000. ?MILGRAM, Stanley. *The Small World Problem*. Psychology Today, 1967, Vol. 2, 60-67. ?GRANOVETTER, Mark. *The Strength of Weak Ties*. American Journal of Sociology, Volume 78, Issue 6 (May, 1973). ?BOYD, Danah. http://www.danah.org.

ALINSKY, Saul. *Reveille For Radicals*. Vintage Books, 1989.

ALINSKY, Saul. *Rules for Radicals*. Vintage Books, 1989.

LIEGEY, Guillaume, MULLER, Arthur, PONS, Vincent. *Porte à porte : reconquérir la démocratie sur le terrain*. Calmann-Lévy, 2013. ?ROSS, Carne. *The Leaderless Revolution.*Simon & Schuster, 2011. ?FREEMAN, Jo. *The Tyranny of Structurelessness*. Berkeley Journal of Sociology. Vol. 17, 1972-73, pp. 151-165. - http://www.jofreeman.com/joreen/tyranny.htm ?TUFECKI, Zeynep. (Sociologist, Harvard) http://technosociology.org ?GRAEBER, David. (Anthropologist, LSE) https://twitter.com/davidgraeber ?MOUCHARD, Daniel. *Les mouvements sociaux, laboratoires de la démocratie*. http://www.laviedesidees.fr/Les-mouvements-sociaux.html

## 1.3. Storytelling meets Communities

Workshop: Tell a story on Twitter, based on real time events around a brand (TBD).

## PART 2 - SIGNS OF THE TIMES: BRANDS

## 2.1. The fundamentals of branding

Rationale, History, Tools (design, logo, trademarks, etc.), Digital Implications.

## Reading

Michael BIERUT, *How To*, Harper Design, 2015

Kenya HARA, *Designing Design*, Lärs Muller Publisher, 2015

Per MOLLERUP, *Marks of Excellence*, Phaidon, 1997

Emil RUDER, *Typographie*, Niggli, 2009

Collective, *E-Commerce Branding*, SendPoints, 2017

## 2.2. Brands Turned or Born Digital

Beyond insights, brands turned or born digital have harnessed the new rules and constraints of technological code and user experience. Case studies such as Google, Apple, Airbnb or Uber will be examined.

Reading

Anthony HAMELLE, *[From Intangible to Tangible: Designing Material Brands](#)*, Contagious Publications

Collective, *E-Commerce Branding*, SendPoints, 2017

AIRBNB, *[Airbnb Design](#)* (online publication)

GOOGLE, *[Google Design](#)* (online publication)

UBER, *[Uber Design](#)* (online publication)

## 2.3. Make it Material

Workshop: The material branding of Brand XXX (TBD).

## PART 3 - IT'S COMPLICATED

## 3.1. Insights

Insights are the essence with which communication is defined. Let's explore the landscape of available insights, from traditional research techniques to more behavioural data-based approaches.

Reading

Claude LEVI-STRAUSS, *Introduction to the work of Marcel Mauss*, Routledge, 1987

GOOGLE, *Think With Google* (online publication)

GOOGLE, *Trends* (online publication)

Marcos WESKAMP, *Newsmap* (online publication)

## 3.2. Engagement Strategy 101

Case studies and principles of engagement strategy: review and selection of channels and touchpoints, key trends and statistics, consumer journeys and marketing funnels, social networks up close…

Reading

Anthony HAMELLE, Engagement Planning, 148.io

## 3.3. Beyond Words: How a Brand Makes You Feel

Behavioural science and cognitive psychology, user experience, information architecture or nudge: those are the (sometimes new) ways to convey a brand's purpose, beyond words.

Reading

LESSIG, Lawrence. *Code Version 2.0*. Basic Books, 2006.

THALER, Richard and SUNSTEIN, Cass. *Nudge: Improving Decisions about Health, Wealth and Happiness.*, Penguin Books, 2009.

MURRAY, Andrew. *The Regulation of Cyberspace: Control in the Online Environment.* Routledge-Cavendish, 2006.

ARIELY,Dan.*Predictably Irrational,Revised:The Hidden Forces That Shape Our Decisions.*

Harper,2010.

McGONIGAL, Jane. Reality is Broken: *Why Games Make Us Better and How They Change the World*. Vintage, 2012.

McGONIGAL, Jane. *Gaming can make a better world*. TED Talk, 2010.

## 3.4. 1 brief, X teams

Workshop: different groups will be asked to work, respectively, on the PR / Product / Retail / TV + Print + Outdoor Ad / Social Ad / Performance Ad approaches for a single communication brief (TBD).

## Part 2

Michael BIERUT, *How To*, Harper Design, 2015

Kenya HARA, *Designing Design*, Lärs Muller Publisher, 2015

Per MOLLERUP, *Marks of Excellence*, Phaidon, 1997

Emil RUDER, *Typographie*, Niggli, 2009

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Anthony HAMELLE, *From Intangible to Tangible: Designing Material Brands*, Contagious Publications

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UBER, *Uber Design* (online publication)

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Claude LEVI-STRAUSS, *Introduction to the work of Marcel Mauss*, Routledge, 1987

GOOGLE, *Think With Google* (online publication)

GOOGLE, *Trends* (online publication)

Marcos WESKAMP, *Newsmap* (online publication)

Anthony HAMELLE, Engagement Planning, 148.io

# Textbooks

This course doesn't have any textbook.

# Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED

WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

# Grading Policy

Participation in the three workshops of the seminar.

# Other