

Syllabus:

Media Education - Design in Virtual Environments for Communication

| | |
|-------------------------------|---|
| Module 1 | Design in Virtual Environments for Communication |
| Lecturer | Andrea Molinari Andrea.Molinari@unibz.it |
| Scientific sector | ICAR/17 |
| Teaching language | English |
| Office hours | dal lunedì al venerdì previo appuntamento |
| List of topics covered | <p>Managing virtual environments encompasses many different skills and disciplines for their design, production and maintenance. The different topics of the course will be taken from various disciplines, creating a fertile multi-disciplinary context for the course:</p> <ul style="list-style-type: none"> • Human-computer Interaction design • Human physiology for HCI • Vision and colour perception • Reading, hearing and touching • Computer components for virtual environments • virtual environments and virtual worlds design • virtual and augmented reality • Human errors and slips • Common interaction styles • user experience design • web design and virtual environments • Standards and law in virtual worlds • NFT, blockchain and GDPR • usability and accessibility |
| Teaching format | <ul style="list-style-type: none"> • Frontal lectures • Practical examples • Analysis of case studies |
| Total lecturing hours | 45 |
| Credits | 6 |
| Learning outcomes: | <p>The course offers an introduction to web design and visual communication. It focuses on the main theories of man-machine interaction, with specific focus on web design</p> <p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • knowledge about what is meant by design of virtual environments • knowledge about main theories and practices behind virtual environments for communication • knowledge about guidelines and models to be applied to design in different virtual environments, including legal and accessibility aspects <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • Acquire a practical experience on design of virtual environments • Acquire a practical experience on using visual elements in communication <p>Making judgments</p> <ul style="list-style-type: none"> • Critical thinking and making judgement about present, current and future communication plan using virtual |

| | |
|---------------------------|--|
| | <p>worlds</p> <p>Learning capabilities</p> <p>Students will developed their skills in a variety of areas during the course and will have engaged with the following:</p> <ul style="list-style-type: none"> • Independent learning and working • Working with others • Communication • Personal reflection • Problem analysis regarding web design and visual communication <p>Communication capabilities:</p> <ul style="list-style-type: none"> • Capability of using new media and new visual tools in various area of modern communication, specifically those involving ICT • Capability in understanding and managing communication and new writing styles for virtual environments |
| Final Evaluation: | 100% - written + practical exam |
| Required readings: | <ul style="list-style-type: none"> • Due to the vast list of topics treated in the course, and the potential number of readings needed, the study material has been created by the teacher in form of verbose slides, that will be the only readings required for the exam. • In specific points, few bibliography references will be provided by the teacher |