

*1-> Syllabus in lingua italiana*

**Syllabus**  
**Course description**

<b>Course title</b>	<b>Interaction and Communication Design</b>
<b>Course code</b>	97130
<b>Scientific sector</b>	INF/01
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Summer semester 2023/24
<b>Year</b>	2 <sup>nd</sup> , 3 <sup>rd</sup>
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	60
<b>Total hours of self-study and/ or other individual educational activities</b>	about 90
<b>Attendance</b>	not compulsory but strongly recommended
<b>Prerequisites</b>	<p>No prerequisites are foreseen, though the course is directed to students with basic design knowledge. For this reason, it is recommended that the students have passed at least one Visual design project before attending the course. Basic Knowledge of the main design software (Adobe creative cloud, Affinity or similar) are welcomed.</p> <p>For those interested in developing knowledge in the field of digital design, it is suggested to take this class <b>before</b> <i>Digital Design: Interaction and Transmedia Design</i></p>
<b>Maximum number of students per class</b>	30

<b>Course description</b>	<p><i>The course belongs to the class "caratterizzante" in both major Design and Art.</i></p> <p>The course introduces students to the basic principles of interaction, user experience, accessibility and interface design in the digital communication field mainly applied to online communication artifacts, and specifically responsive/web/adaptive/mobile app design. (The design of applications in the field of multimodal/phygital/space-based interaction design is covered in the Digital Design: Interaction and Transmedia Design course)</p> <p>The course presents and analyses the principles of interaction, user experience and interface design according to an accessibility and inclusive perspective together with the basics of digital communication artifacts – such as</p>
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	<p>spatial composition, typography, colour and images – applied to complex digital ecosystems.</p>
<p><b>Specific educational objectives</b></p>	<p><b>Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>- have acquired one's own work methodology in the field of Interaction and Communication Design. This methodology includes the ability to oversee all phases of implementation, from the generation of ideas to the realisation of the finished project. Through the integrated teaching of different subjects, graduates will be able to simultaneously address all these aspects and consider them as synonymous with the development of a project that is successful on a formal and technical level.</li> <li>- Acquisition of basic concepts of information architecture (IA) and interaction design (IXD) within digital communication ecosystems</li> <li>- Understanding the main aspects of user experience (Ux), Accessibility (Ax) and Interface Design (UI) according to a Life-centered approach</li> <li>- Knowledge of the main design issues in the field of responsive/adaptive/web and mobile app design</li> <li>- Understanding and critical capacity in the field of communication languages and digital interactive artifacts</li> <li>- Knowledge and understanding of the main technologies and tools in the field of digital design.</li> </ul> <p><b>NB</b> For the acquisition and use of specific software such as Adobe XD, Figma, Sketch, etc., autonomous student initiative is required.</p>
<p><b>Lecturer</b></p>	<p>Letizia Bollini Office C2.03, e-mail <a href="mailto:letizia.bollini@unibz.it">letizia.bollini@unibz.it</a>, Webpage: <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/44032-letizia-bollini">https://www.unibz.it/en/faculties/design-art/academic-staff/person/44032-letizia-bollini</a></p>
<p><b>Scientific sector of the lecturer</b></p>	<p>INF/01</p>
<p><b>Teaching language</b></p>	<p>English</p>
<p><b>Office hours</b></p>	<p>Wednesday 2-4 pm. In order to avoid overlapping the appointment will be arranged by email</p>
<p><b>List of topics covered</b></p>	<ul style="list-style-type: none"> <li>• Designing complex digital communication ecosystems</li> <li>• Information architecture, Interaction, User Experience, Accessibility, and Interfaces Design</li> <li>• Devices, tools, HTML/CSS and software: overview</li> <li>• The variable space of interaction</li> <li>• Content and typography in digital communication</li> </ul>

	<ul style="list-style-type: none"> <li>• Colour as an interactive communication code</li> <li>• The language and role of images in digital communication</li> <li>• Visual and finger usability</li> </ul>
<b>Teaching format</b>	Lectures, readings, individual/team exercises, workshops. The exercises, workshop outcomes as well as the project will be part of the oral discussion and final evaluation.

<b>Expected learning outcomes</b>	<p><b>Disciplinary competence</b></p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>- have acquired the basic knowledge necessary to realise a project in the field of Interaction and Communication Design;</li> <li>- have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in technical subjects, with a particular attention to the field of Interaction and Communication Design.</li> <li>- Students will be able to apply knowledge related to the design of:             <ul style="list-style-type: none"> <li>- Interaction design (IxD) and Information Architecture (AI)</li> <li>- Graphic/User interfaces Design (G/UI)</li> <li>- user experience design (UxD) and usability</li> <li>- responsive/adaptive/web and mobile app design</li> <li>- accessibility and inclusive design</li> </ul> </li> </ul> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>- use the basic knowledge acquired in the technical fields to realise a mature project;</li> <li>- make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme and to develop them further.</li> </ul> <p><b>Transversal competence and soft skills</b></p> <p><i>Making judgements</i></p> <ul style="list-style-type: none"> <li>- Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions that are necessary to bring a project of Interaction and Communication Design to completion.</li> </ul> <p><i>Communication skills</i></p> <ul style="list-style-type: none"> <li>- present an independently realised project in the field of Interaction and Communication Design in the form of an installation, orally as well as in writing in a professional manner.</li> <li>- communicate and support at a critical level the reasons for their choices and motivate them from a formal,</li> </ul>
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	<p>technical, scientific, and theoretical point of view.</p> <p><i>Learning skills</i></p> <ul style="list-style-type: none"> <li>- have learned a work methodology at a professional level <ul style="list-style-type: none"> <li>- in the sense of being able to identify, develop and realise solutions to complex problems by applying the acquired knowledge in the different fields, with a particular attention to the field of Interaction and Communication Design - in order to start a professional activity and/or continue their studies with a master's degree programme;</li> </ul> </li> <li>- have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations;</li> <li>- have acquired basic knowledge in the field of Interaction and Communication Design as well as a study methodology suitable for continuing studies with a Master's degree programme.</li> </ul>
<p><b>Assessment</b></p>	<p><i>By the exam's date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course.</i>  <a href="http://portfolio.dsgn.unibz.it/wp-admin">http://portfolio.dsgn.unibz.it/wp-admin</a>  <i>Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</i></p> <p>During the final exam the students will discuss the exercises and the workshop outcomes carried out during the course individually and in group.</p> <p>Detailed information about the single exercises, workshops, the final project will be handed out during the course. Documents will be available and updated on the online platform.</p> <p>The exam consists of a presentation and critical discussion of the required documents, the course topics and activities, and the mandatory bibliography. Documentation includes printed and digital materials to be submitted a week before the exam session via Wettransfer.com.</p>
<p><b>Assessment language</b></p>	<p>The same as the teaching language</p>
<p><b>Evaluation criteria and criteria for awarding marks</b></p>	<p>The final assessment is based on the content of all the exercises, workshops, and the final project, according to the following criteria:</p> <ul style="list-style-type: none"> <li>- Ability to analyse and conceptualise the digital design problem assigned according to the potential target groups</li> </ul>

	<ul style="list-style-type: none"> <li>- Originality, maturity and quality of the design concept and overall development of the project</li> <li>- Completeness, coherence, and rigor in the development of design solution</li> <li>- Active and proactive in-class engagement and participation</li> <li>- Ability to support the arguments towards the design solution.</li> </ul> <p><b>NB</b> Students not attending the course activities <b>MUST AGREE</b> upon alternative contents of the exam with the professor <b>by March</b>.</p>
<p><b>Required readings</b></p>	<ul style="list-style-type: none"> <li>- Schlatter, T. &amp; Levinson, D. (2013). <i>Visual Usability. Principles and practices for designing digital applications</i>. Morgan and Kaufmann</li> </ul>
<p><b>Supplementary readings</b></p>	<ul style="list-style-type: none"> <li>- Clarke, A, (2019). <i>Art Direction for the Web</i>. Smashing Magazine</li> <li>- Bollini, L. (2016). <i>Large, small, medium. Progettare la comunicazione nell'ecosistema digitale</i>. Rimini: Maggioli Editore</li> </ul> <p>Further information resources and materials will be provided during the course.</p>