Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus
Descrizione del corso

Course title	**Digital Design: Interaction & Transmedia Design**
Course code	97098
Scientific sector	ICAR/13
Degree	Bachelor in Design and Art (L-4) Curriculum in Design
Semester	Summer semester 2019/2020
Year	2nd
Credits	6
Modular	*no*

Teaching language	*English*
Total lecturing hours	*60*
Total hours of self-study and / or other individual educational activities	*about 90 for 6 CP*
Attendance	not compulsory but recommended
Prerequisites	No prerequisites are foreseen, though the course is directed to students with basic visual design knowledge. Basic knowledge of the main design software (Adobe creative cloud or similar) and HTML/CSS are welcomed.
Course page	
Maximum number of students per class	*30*

Course description and specific educational objectives	Description The course introduces the students to the basics of interaction, user experience, interface design principles and user research methods applied to communication and phygital/blended ecosystems. Students will have acquired: - Basic research methods in the field of user experience and user research; - Principles of digital and transmedia design - Design concepts in the field of Interaction (Ix), User Experience (Ux) and interface (UI) design; - Understanding and critical perspective about interactive artefacts - Phygital/blended communication ecosystem design understanding

Lecturer	Prof. Letizia Bollini office C4.03a,

	e-mail letizia.bollini@unibz.it, tel. +39 0471 015000, webpage - https://www.unibz.it/en/faculties/design-art/academic-staff/person/44032-letizia-bollini
Scientific sector of the lecturer	ICAR/13
Teaching language	English
Office hours	Thursday 2-4 pm, In order to avoid overlappings the exact time of the apponitment will be arranged by email.
List of topics covered	• Digital design and communication • Phygital/blended ecosystem design • Interaction design • Affordance • User interface design • Information architecture • Multimodal/transmedia storytelling • Human-centered design methods • User experience
Teaching format	Lectures, reading, individual/team exercises, workshops. The exercises and the workshop outcomes will be part of the oral discussion.

Expected learning outcomes	*Disciplinary skills* Students will be able to apply knowledge related to the design of: - Interaction design - Graphic interfaces, UI-Design (user interface design) - user experience, UX-Design (user experience design) - usability (simplicity and clarity in the use of digital applications) - multimedia publishing - responsive web design - (mobile) app design *Knowledge and understanding* The students will acquire: • Basic user research methods • Design principles and practices in the field of interaction, user experience and interface design • The ability to analyse, conceive, prototype and test digital design artefacts. Transversal skills /soft skills *Autonomy of judgment* The students must have developed: - a good autonomy of judgement in the critical

	evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects. *Communication skills* Students will be able to: - professionally and critically present their own project in the field of digital design in the form of an installation, orally and in written document; - communicate and support at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view; *Learning skills* Students will have: - learned at a professional level a design methodology understood as the ability to identify, develop and assess solutions to complex design problems - learned to apply the knowledge acquired in the technical, scientific and theoretical field necessary to establish a professional activity and / or continue their studies with a master's degree;

Examination method	During the final exam the students will discuss the exercises and the workshop outcomes carried out during the course. Detailed information about the single exercises, workshops and final presentation will be handed out during the course. Documents will be available and updated on the online platform. The exam consists of a presentation and critical discussion of the required documents, the course topics and activities. Documentation includes printed and digital materials to be submitted a week before the exam session.
Exam language	The same as the teaching language
Criteria for assessing and awarding grades	The final assessment is based on the content of all the exercises, according to the following criteria: - Ability to analyse and conceptualise the digital design problem assigned

	- Completeness, coherence and rigour in the development of design solution - Active and proactive in-class engagement and participation - the ability to support the arguments towards the design solution *Students not attending the course activities MUST agree upon the contents of the exam with the teacher.*

Foundational bibliography	Further information will be available and updated on the online platform
Recommended bibliography	Further information will be provided during the course.