Syllabus
Descrizione del corso

<table>
<thead>
<tr>
<th>Course title</th>
<th>Digital Design: Interaction &amp; Transmedia Design</th>
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<tbody>
<tr>
<td><strong>Course code</strong></td>
<td>97098</td>
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<tr>
<td><strong>Scientific sector</strong></td>
<td>ICAR/13</td>
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<tr>
<td><strong>Degree</strong></td>
<td>Bachelor in Design and Art (L-4) Curriculum in Design</td>
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<tr>
<td><strong>Semester</strong></td>
<td>Summer Semester 2021/2022</td>
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<tr>
<td><strong>Year</strong></td>
<td>2nd</td>
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<tr>
<td><strong>Credits</strong></td>
<td>6</td>
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<tr>
<td><strong>Modular</strong></td>
<td>no</td>
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<tr>
<td><strong>Teaching language</strong></td>
<td>English</td>
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<tr>
<td><strong>Total lecturing hours</strong></td>
<td>60</td>
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<tr>
<td><strong>Total hours of self-study and / or other individual educational activities</strong></td>
<td>about 90</td>
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<tr>
<td><strong>Attendance</strong></td>
<td>Not compulsory but strongly recommended</td>
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<td><strong>Prerequisites</strong></td>
<td>No prerequisites are foreseen, though the course is directed to students with basic communication design knowledge. For this reason, it is recommended that the students have passed at least one Visual Design exam before attending the course. Basic Knowledge of the main design software (Adobe Creative Cloud or similar) and HTML/CSS are welcomed.</td>
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<tr>
<td><strong>Maximum number of students per class</strong></td>
<td>30</td>
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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 ecosystems.

- **Course presents and analyses the principles of interaction design, user experience, interface design**
  - **Basic research methods in the field of user experience**
    - 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 communication ecosystem design understanding

Lecturer

Prof. Letizia Bollini

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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  
Monday 4-6 pm. To avoid overlapping appointments will be arranged by email

List of topics covered  
- Digital design and communication  
- Interaction design  
- Human-centered design methods  
- User experience  
- User interface design  
- Information architecture  
- Multimodal/transmedia storytelling

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 competence

Knowledge and understanding  
- have acquired the basic technical, scientific and theoretical knowledge necessary to realise a project in the field of Interaction and Communication Design.  
- have acquired the basic knowledge necessary for further Master’s studies in all components of project culture as well as in technical, scientific and theoretical subjects – with a particular attention to the project of Interaction and Communication Design

Students will be able to apply knowledge related to the design of:  
- Interaction design (IxD)  
- Information Architecture (IA)  
- User interface design (UID)  
- User research/experience design (UxD)  
- digital ecosystem design

Knowledge and understanding  
The students will acquire:  
- Understanding interaction and communication issues within a digital ecosystem
- 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 competence and soft skills

Making judgements
- Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions (technical, scientific and theoretical) that are necessary to bring a project of Interaction and Communication Design to completion.

Communication skills
Students will be able to:
- present an independently realised project in the field of Interaction Design in the form of an installation, orally as well as in writing in a professional manner.
- communicate and support at a critical level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view;

Learning skills
- have learned a design methodology at a professional level - in the sense of being able to identify, develop and realise solutions to complex design problems by applying the acquired knowledge in the technical, scientific and theoretical fields, in 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.
- have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations.
- have acquired basic knowledge in the subject of Interaction and Communication Design as well as a study methodology suitable for continuing studies with a Master's degree programme.

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, activities and bibliography. Documentation includes printed and digital materials to be submitted a week before the exam session via wetransfer.com.

**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 the design solution
- Complexity and originality of the design solution
- Active and proactive in-class engagement and participation
- Ability to support the arguments towards the design solution according to the cultural debate

_Students not attending the course activities MUST AGREE upon the contents of the exam with the professor at the beginning of the course._

**Foundational bibliography**  

**Recommended bibliography**  

Further information will be provided during the course.