

Syllabus
Course description

Course title	Interaction and Communication Design
Course code	97130
Scientific sector	INF/01
Degree	Bachelor in Design and Art (L-4)
Semester	1 st semester
Year	2 nd
Credits	6
Modular	No

Total lecturing hours	60
Total hours of self-study and/ or other individual educational activities	about 90
Attendance	not compulsory but recommended
Prerequisites	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 at least one Visual Design exam before attending the course. Basic Knowledge of the main design software (Adobe creative cloud or similar) are welcomed.
Maximum number of students per class	30

Course description	<p><i>The course belongs to the class "caratterizzante" in the curriculum in Art.</i></p> <p>The course introduces students to the basic principles of interaction, user experience and interface design in the digital communication field mainly applied to online digital artifacts.</p> <p>The course presents and analyses the principles of interaction design, user experience, interface design and the basics of digital communication artifacts – such as spatial composition, typography, colour and images – applied to digital communication ecosystems.</p>
Specific educational objectives	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> - have acquired their own project methodology in the field of Interaction and Communication Design. This methodology includes the ability to oversee all phases of design, from the generation of ideas to the realisation of the finished project. Through the teaching of subjects of a technical, scientific and

	<p>theoretical nature, 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, technical, scientific and cultural level.</p>
	<p>Educational objectives:</p> <ul style="list-style-type: none"> - Acquisition of basic concepts of information architecture and interaction design within digital communication ecosystems - Understanding the main aspects of user experience (Ux) and Interface Design (UI) according to a Human-centered approach - Knowledge of the main design issues in the field of responsive web design and mobile app design - Understanding and critical capacity in the field of communication languages and digital artifacts - Knowledge and understanding of the main technologies and tools in the field of digital design

Lecturer	<p>Prof. Letizia Bollini Office C2.03, e-mail letizia.bollini@unibz.it, Webpage: https://www.unibz.it/en/faculties/design-art/academic-staff/person/44032-letizia-bollini</p>
Scientific sector of the lecturer	ICAR/13
Teaching language	English
Office hours	Wednesday 2-4 pm. In order to avoid overlapping the appointment will be arranged by email
List of topics covered	<ul style="list-style-type: none"> • Designing complex digital ecosystems • Information architecture, Interaction, User Experience and Interfaces Design • Devices, tools and software: overview • The variable space of interaction • Text in digital communication • Colour as an interactive code • The language and role of images in digital • Visual and finger usability
Teaching format	Lectures, reading, individual/team exercises, workshops. The exercises and the workshop outcomes will be part of the oral discussion.

Expected learning outcomes	<p>Disciplinary competence</p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> - 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
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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)
- (Graphic) User interfaces Design (UID)
- user experience design (UxD)
- usability
- responsive web design
- mobile app design

Applying knowledge and understanding

- use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project to recognise the main phenomena of contemporary.
- make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme in the field of art and to develop them further.

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

- 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.
- 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.

	<ul style="list-style-type: none"> - 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.
<p>Assessment</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> http://portfolio.dsgn.unibz.it/wp-admin <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. 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.</p>
<p>Assessment language</p>	<p>The same as the teaching language</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>The final assessment is based on the content of all the exercises according to the following criteria:</p> <p>The final assessment is based on the content of all the exercises, according to the following criteria:</p> <ul style="list-style-type: none"> - 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 - Ability to support the arguments towards the design solution <p>Students not attending the course activities MUST AGREE upon the contents of the exam with the teacher.</p>
<p>Required readings</p>	<ul style="list-style-type: none"> - Schlatter, T. & Levinson, D. (2013). <i>Visual Usability. Principles and practices for designing digital applications</i>. Morgan and Kaufmann

Supplementary readings	<ul style="list-style-type: none">- Clarke, A, (2019). <i>Art Direction for the Web</i>. Smashing Magazine- Bollini, L. (2016). <i>Large, small, medium. Progettare la comunicazione nell'ecosistema digitale</i>. Rimini: Maggioli Editore <p>Further information will be provided during the course.</p>
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