Syllabus
Descrizione del corso

Course title	Digital Design: Interaction & Transmedia Design
Course code	97143
Scientific sector	ICAR/13
Degree	Bachelor in Design and Art (L-4) Curriculum in Design
Semester	Summer Semester 2021/2022
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
Attendance	Not compulsory but strongly recommended
Prerequisites	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.
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 ecosystems. - 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 office C.203a e-mail letizia.bollini@unibz.it

	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 research/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	Lupton, E. (2017). *Design is Storytelling.* Cooper Hewitt, Smithsonian Design Museum
Recommended bibliography	Schlatter, T. & Levinson, D. (2013). *Visual Usability. Principles and practices for designing digital applications.* Morgan and Kaufmann Further information will be provided during the course.