

**Syllabus**  
**Course description**

<b>Course title</b>	<b>Digital Design: Interaction &amp; Transmedia Design</b>
<b>Course code</b>	97143
<b>Scientific sector</b>	ICAR/13
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Winter semester 2024/25
<b>Year</b>	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 <b>basic communication design knowledge</b>. For this reason, it is recommended that the students have passed <b>AT LEAST one Visual Design Project exam BEFORE</b> attending the course and/or <i>Interaction and Communication Design</i>.</p> <p><b>Basic Knowledge of the main design software</b> (Adobe Creative Cloud or similar) and digital prototyping (FIGMA) are required; HTML/CSS are welcomed.</p> <p>For those interested in developing knowledge in the field of digital design, it is <b>strongly suggested to take this class AFTER <i>Interaction and Communication Design</i></b> which also teaches the <b>basics of FIGMA</b>.</p>
<b>Maximum number of students per class</b>	30

<b>Course description</b>	<p>The course introduces the students to the basics of interaction, experience, interface design principles applied to phygital communication ecosystems.</p> <p>(The design of digital communication, mainly applied to online communication artifacts and interface design, and specifically responsive/web/adaptive/mobile app, information architecture and introduction to Figma, is covered in <i>Interaction and Communication Design</i> course)</p> <ul style="list-style-type: none"> <li>- Principles of digital, transmedia and narrative design</li> <li>- Design concepts in the field of Interaction (Ix),</li> </ul>
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	<p>User Experience (Ux) and interface (UI) design</p> <ul style="list-style-type: none"> <li>- Understanding and critical perspective about phygital communication ecosystems design</li> </ul>
<b>Specific educational objectives</b>	<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 &amp; Transmedia 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. Principles of digital and transmedia design</li> <li>- Design concepts in the field of Interaction (Ix), User Experience (Ux) and interface (UI) design;</li> <li>- Understanding and critical perspective about interactive artefacts</li> <li>- Phygital communication ecosystem design understanding</li> </ul>
<b>Lecturer</b>	<p>Letizia Bollini  office C2.03a,  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>
<b>Scientific sector of the lecturer</b>	ICAR/13
<b>Teaching language</b>	English
<b>Office hours</b>	Wednesday 4-6 pm in presence. To avoid overlapping appointments will be arranged by email.
<b>List of topics covered</b>	<ul style="list-style-type: none"> <li>• Digital design and communication</li> <li>• Human-centered/experience research/design methods</li> <li>• Multimodal interface design and interaction</li> <li>• Transmedia storytelling in phygital communication ecosystems</li> </ul>
<b>Teaching format</b>	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 knowledge necessary to realise a project in the field of Interaction & Transmedia Design;
- 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 & Transmedia Design.

The students will acquire:

- Understanding interaction and communication issues within a phygital 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.

*Applying knowledge and understanding*

- use the basic knowledge acquired in the technical fields to realise a mature project;
- 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.
- 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)
  - Phygital ecosystem design

**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 & Transmedia Design to completion.

*Communication skills*

Students will be able to:

	<ul style="list-style-type: none"> <li>- present an independently realised project in the field of Interaction &amp; Transmedia 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, technical, scientific and theoretical point of view;</li> </ul> <p><i>Learning skills</i></p> <ul style="list-style-type: none"> <li>- have learned a work methodology at a professional level - 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 &amp; Communication Design - in order to start a professional activity and/or continue their studies with a master's degree programme;</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 &amp; Communication Design as well as a study methodology suitable for continuing studies with a Master's degree programme.</li> </ul>
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<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></p> <p><a href="http://portfolio.dsgn.unibz.it/wp-admin">http://portfolio.dsgn.unibz.it/wp-admin</a></p> <p><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, the workshop outcomes carried out during the course and a team project. Detailed information about the single exercises, workshops and final project presentation will be handed out during the course. Documents will be available and updated on an online platform. The exam consists of a presentation and critical discussion of the required documents, the course topics, activities, and bibliography and of the team project. Documentation includes printed and digital materials to be submitted a week before the exam session via wetransfer.com and presented at GOG.</p>
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<b>Assessment language</b>	The same as the teaching language
<b>Evaluation criteria and criteria for awarding marks</b>	<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"> <li>• Ability to analyse and conceptualise the digital design problem assigned</li> <li>• Completeness, coherence, and rigour in the development of the design solution</li> <li>• Complexity and originality of the design solution</li> <li>• Active and proactive in-class engagement and participation</li> <li>• Ability to support critically the arguments towards the design solution according to the cultural debate</li> </ul> <p><i>Students not attending the course activities MUST AGREE upon the contents of the exam with the professor no later than October.</i></p>
<b>Required readings</b>	Lupton, E. (2017). <b><i>Design is Storytelling</i></b> . Cooper Hewitt, Smithsonian Design Museum
<b>Supplementary readings</b>	Further information will be provided during the course.