Syllabus
Course description

Course title	Interaction and Communication Design
Course code	97130
Scientific sector	INFO-01/A (ex INF/01)
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2024/25
Year	2nd, 3rd
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 strongly recommended
Prerequisites	The course is aimed at students with a basic knowledge of visual design. For this reason, it is recommended that students have **completed at least one *Visual Design Project* before attending** the course, as well as have basic knowledge of the main **design software** (Adobe Creative Cloud, Affinity, or similar). For those interested in developing their knowledge in the field of digital design, it is **recommended to take this course before *Digital Design: Interaction and Transmedia Design*.** **Attendance** is not mandatory but **strongly recommended**
Maximum number of students per class	30

Course description	*The course belongs to the class "caratterizzante" in both major Design and Art.* The course introduces students to the basic principles of Information Architecture (IA), Interaction (Ix), Experience (Ux), Accessibility (Ax), and Interface (UI) design in the field of digital communication, according to a life-centered approach applied primarily to online communication artifacts such as responsive/web/mobile application design. Throughout the course, students are challenged to work on the core **idea** of the project from a conceptual, metaphorical, and media language perspective to transform information into communication, communication into **experience**. Students are also encouraged to focus on the behaviours, needs, fears, motivations and emotions of the **people** with or for whom they are designing (*personas-spectrum*), their imaginaries and languages.

	Students are then invited to translate the concept and communication metaphor into an **interactive prototype** that can be experienced, navigated, and tested.
Specific educational objectives	**Knowledge and understanding** - have acquired one's own work methodology in the field of Interaction and Communication 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. - Acquisition of basic concepts of information architecture (IA) and interaction design (IxD) within digital communication ecosystems - Understanding the main aspects of user experience (Ux), Accessibility (Ax) and Interface Design (UI) according to a Life-centered approach - Knowledge of the main design issues in the field of responsive/adaptive/web and mobile app design - Understanding and critical capacity in the field of communication languages and digital interactive artifacts - Knowledge and understanding of the main technologies and tools in the field of digital design. **NB** For the acquisition and use of specific software such as Adobe XD, Figma, Sketch, etc., autonomous student initiative is required.

Lecturer	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
Scientific sector of the lecturer	INFO-01/A (ex INF/01)
Teaching language	English
Office hours	Wednesday 2-4 pm. To avoid overlap, the appointment will be arranged by **email**.
List of topics covered	The course leads students to an in-depth study of both conceptual as well as practical aspects of communication design in the digital environment. Topics include the concept of *personas-spectrum* and *use cases/scenarios*, translating the canons of visual design into interactive communication artifacts and ecosystems.

	This covers concepts such as: - affordance, semantics and hierarchy meta-principles - atomic design and design systems - mobile first & responsive grid - legibility and readability and digital typography - accessibility and colours - finger usability & gestures - (visual) rhetoric in digital interfaces **NB** Although the class offers a crash course to introduce the main features of prototyping software, their learning is left to the **students' autonomous initiative.**
Teaching format	Lectures, readings and debates, individual and team exercises, workshops and project. The exercises, workshop results, and project will be part of the in oral discussion and final evaluation, along with the topics and content covered during the course and the mandatory readings.

Expected learning outcomes	**Disciplinary competence** *Knowledge and understanding* - have acquired the basic 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 subjects, with a particular attention to the field of Interaction and Communication Design. - Students will be able to apply knowledge related to the design of: - Interaction design (IxD) and Information Architecture (AI) - Graphic/User interfaces Design (G/UI) - user experience design (UxD) and usability - responsive/adaptive/web and mobile app design - accessibility and inclusive design *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. **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 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 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 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 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 field of Interaction and Communication Design as well as a study methodology suitable for continuing studies with a Master's degree programme.
Assessment	*By the exam's date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course.* designart.unibz.it *Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.* During the final exam, students will discuss individually and in groups the activities, the content developed during the course, and the required bibliography. The exam consists of a critical presentation of the project developed during the semester, as well as an oral discussion of course activities, the topics covered in the lectures and the mandatory bibliography. The exam submission includes documentation of the exercises and workshops conducted, the project booklet, and a link to the navigable interactive prototype to be submitted via wetransfer.com one week before the exam date. The printed project booklet must be submitted in 3 copies at the exam and/or 2 days before the *GOG*, in case the atelier is open and set up during the event.

	Detailed information about each exercise, workshop, and final project will be shared during the course. Documents will be available and updated on the online platform.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	The final evaluation will be based on the progress, growth, and active participation of the students in all exercises, workshops, the final project and the project documentation according to the following criteria: - Ability to analyse and conceptualize the project topic in relation to the target audiences (*personas-spectrum*) and the assigned *use cases/scenarios* on the given topic. - Originality, maturity, and quality of the design concept and overall project development - Ability to translate the design idea into a meaningful, engaging, and interactive experience - Richness, completeness and accuracy of prototype development - Quality of project documentation - Ability, maturity and competence to critically discuss the design choices and solutions adopted

Required readings	Schlatter, T. & Levinson, D. (2013). *Visual Usability. Principles and practices for designing digital applications.* Morgan and Kaufmann
Supplementary readings	Additional resources will be shared through the course's Figma Jam dashboard.