UAB
Universitat Autònoma de Barcelona

2021/2022

Interaction Design

Code: 104730
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	OB	2	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: spanish (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: Yes

Teachers

Jordi Català Domínguez

Prerequisites

Knowledge of audiovisual creation. It is convenient that the students have autonomy of creation of audiovisual projects since practical work will be carried out based on this knowledge. Part of the teaching will focus on the design of the interactivity of audiovisual products, so it is highly recommended to have notions of filming, production, recording and editing planning. An understanding of English is also required. Some readings and resources will be presented in this language.

Objectives and Contextualisation

The design of interactive digital products, environments, systems and services. At the same time, the dimensions of the interaction design will be discussed: words, visual representation, physical and spatial objects, time and behavior.

Competences

- Distinguish between and apply the principal theories, conceptual frameworks and approaches regulating interactive communication.
- Integrate knowledge of design, language and photographic and audiovisual techniques to bring meaning to different types of content.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.

Learning Outcomes

1. Create interfaces that keep a balance between technically functional design and aesthetic taste.

2. Cross-check information to establish its veracity, using evaluation criteria.
3. Differentiate between the key concepts of visual design and the main digital tools.
4. Distinguish the salient features in all types of documents within the subject.
5. Submit course assignments on time, showing the individual and/or group planning involved.

Content

Interaction Design content includes:

• The perception of design

• Interaction design

• The interaction of the screens

• Digital interaction modes

Methodology

Lectures, seminars with specific cases and practical projects will be held. The students will carry out interactive audiovisual creations of great weight in the development of the subject. The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	15	0.6	2, 4, 3
Type: Supervised			
Laboratory exercises	21	0.84	1, 3, 5
Seminars	9	0.36	2, 4, 5
Tutoring	9	0.36	2, 4, 5
Type: Autonomous			
Interactive project	84	3.36	1, 3, 5

Assessment

The teaching methodology and the proposed evaluation may undergo some modification depending on the restrictions on attendance that the health authorities impose.

Evaluation activities description:
• Exam (30%)
• Seminars (20%)
• Practical exercises (50%)

It is mandatory to pass the exam and the practical exercises to pass the subject.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading. To have access to revaluation, the previous grades should be 3.5. The activities that are excluded from the revaluation process are seminars.

Misspellings will be penalized with -0.5 points each.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	3	0.12	3
Practical exercises	50%	3	0.12	1, 4, 5
Seminars	20%	6	0.24	2, 3, 5

Bibliography

Andreu-Sánchez, Celia, Martín-Pascual, Miguel Ángel, Gruart, Agnès, Delgado-García, José María (2017). Eyeblink rate watching classical Hollywood and post-classical MTV editing styles, in media and non-media professionals. *Scientific Reports* 7:43267. https://doi.org/10.1038/srep43267

Baranyi, Péter & Csapó, Ádám (2012). Definition and Synergies of Cognitive Infocommunications. *Acta Polytechnica Hungarica* 9 (1):67-83. http://acta.uni-obuda.hu/Baranyi_Csapo_33.pdf

Berg, Leif P. & Vance, Judy M. (2017). Industry use of virtual reality in product design and manufacturing: a survey. *Virtual Reality*, 21(1):1-17. https://doi.org/10.1007/s10055-016-0293-9

Martín-Pascual, Miguel Ángel, Andreu-Sánchez, Celia (2017). Las pantallas como interfaces móviles táctiles y visuales. Génesis y tendencias. A: *Algo más que un click. Reflexiones y debates sobre el mundo digital desde la perspectiva de la investigación en la universidad*. Asociación de Periodistas de Aragón, Zaragoza, pp 126-138

Nakano, Tamami, Yamamoto, Yoshiharu, Kitajo, Keiichi, et al (2009). Synchronization of spontaneous eyeblinks while viewing video stories. *Proc Biol Sci* 276:3635-44. https://doi.org/10.1098/rspb.2009.0828

Norman, Don (2010). El diseño de los objetos del futuro. La interacción entre el hombre y la máquina. Paidós.

Nornam, Don (2013). The design of everyday things. Basic Books.

Oh, Jeeyun, Bellur, Saraswathi, Sundar, S. Shyam (2015). Clicking, Assessing, Immersing, and Sharing: An Empirical Model of User Engagement with Interactive Media. *Communication Research*, 45(5): 737-763. https://doi.org/10.1177/0093650215600493

Ramachandran V, Hirstein W (1999)The Science of Art A Neurological Theory of Aesthetic Experience. J Conscious Studies (6): 15-35. http://www.ingentaconnect.com/content/imp/jcs/1999/00000006/F0020006/949

Stumpe, Ben, Sutton, Christine (2010). The first capacitative touch screens at CERN. A: *Cern Cour. Int. J. High-Energy Phys.* http://cerncourier.com/cws/article/cern/42092

In addition, throughout the course other resources will be given that will be added to this bibliography.

Software

In this subject the students will have to record, edit and construct interactive audiovisual content. For recording and editing, students are free to use the software that best suits their technical needs. For the construction of interactive content, work will be done with free software that will be presented in the teaching sessions.