UAB
Universitat Autònoma de Barcelona

Theory and Techniques of Design

Code: 104732
ECTS Credits: 6

2024/2025

Degree	Type	Year
2503873 Interactive Communication	OB	1

Contact

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Teachers

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

Previous knowledge of user and user-friendly computing

Objectives and Contextualisation

In general, it aims to study all graphics on websites and mobile phones, from the point of view of design and visual composition. Allows you to reflect on your involvement in the necessary graphic and documentary representations associated with image and content.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Design and create aesthetically pleasing, usable interfaces based on users' needs.
- Distinguish between and apply the principal theories, conceptual frameworks and approaches regulating interactive communication.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.

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- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Communicate using language that is not sexist or discriminatory.
3. Cross-check information to establish its veracity, using evaluation criteria.
4. Differentiate between the key concepts of visual design and the main digital tools.
5. Distinguish the salient features in all types of documents within the subject.
6. Evaluate the impact of problems, prejudices and discrimination that could be included in actions and projects in the short or medium term in relation to certain people or groups.
7. Identify and choose aesthetic elements for interface design.
8. Identify situations in which a change or improvement is needed.
9. Propose new methods or well-founded alternative solutions.
10. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
11. Propose projects and actions that incorporate the gender perspective.
12. Submit course assignments on time, showing the individual and/or group planning involved.
13. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

1. Generalities of graphic design

2. General typology: Languages and metalanguages

3. Graphic web products

4. Interactivity on the web

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	30	1.2	4, 7, 12
Master classes with ICT support	24	0.96	4
Practical laboratory preparation	40	1.6	3, 5, 7
Type: Supervised			
Tutorials (individual or group face-to-face activity to solve learning problems)	13	0.52	3, 5
Type: Autonomous			
Study: Reading and synthesis of scientific documents	40	1.6	3, 5

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.
The development of the subject implies the realization of different types of training activities:

- Directed activities

a) Lectures: explanation of the theoretical concepts and rules for practices.

c) Laboratory practices. The main objectives are for the student to carry out informative design practices.

- Supervised activities

a) Individual or group tutorials. Its purpose is to solve learning problems.

- Autonomous activities

a) The students should do the readings indicated as compulsory and all the activities planned for a correct development of the theory and practices in the Laboratory; in addition to the study with a comprehensive reading of the basic bibliography.

Evaluation activities

(Part of a face-to-face session will be devoted to the realization of a written exam).

In total, 1 teacher takes part, who is in charge of the lectures of the theory and two professors in practices that develop individual or group activities.

The health situation could force us to transform face-to-face sessions into online sessions.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Deliveries collective work projects	30% of all the activities of the participations, presentations and defenses in front of the group	1	0.04	2, 3, 6, 7, 8, 9, 10, 11, 12
Deliveries individual practical works	30% Practical work is done individually and have a set of activities to be developed	1	0.04	1, 5, 7, 8, 9, 12, 13
Written exam	40% have to demonstrate theoretical knowledge of lectures and master lectures	1	0.04	2, 4, 5, 8

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject.
To have access to revaluation, the previous grades should be they must be less than o equal to 3,5.

The activities that are excluded from the revaluation process are the collective practices that represent 25% of the rating.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist in a global review. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

This subject doesn't provide for the single assessment system.

Bibliography

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Software

Video edition (Shotcut, DaVinci)

Graphic editions (Affinity, Inkscape, Gimp)

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	61	Spanish	second semester	afternoon
(PLAB) Practical laboratories	62	Catalan	second semester	afternoon
(TE) Theory	6	Spanish	second semester	afternoon