

Degree	Type	Year
Interactive Communication	OB	1

## Contact

Name: Pep Sanchez Rios

Email: jose.sanchez.rios@uab.cat

## 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.

## Learning Outcomes

1. CM14 (Competence) Design interfaces for interactive communication projects that maintain a balance between a technically functional design with aesthetic and customisable taste and adapt to all types of audiences in accordance with the principles of ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
2. CM14 (Competence) Design interfaces for interactive communication projects that maintain a balance between a technically functional design with aesthetic and customisable taste and adapt to all types of audiences in accordance with the principles of ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
3. CM14 (Competence) Design interfaces for interactive communication projects that maintain a balance between a technically functional design with aesthetic and customisable taste and adapt to all types of audiences in accordance with the principles of ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
4. CM15 (Competence) Evaluate the efficiency of the interaction between users and any type of products and applications to detect problems and solve them from a technical, functional and aesthetic standpoint.
5. CM16 (Competence) Apply data analysis and visualisation to develop infographics, dashboards and data packaging that value and improve the efficiency of projects in the field of interactive communication.

6. CM17 (Competence) Work as a team in the processes of coming up with, specifying and implementing interface design in interactive communication projects.
7. CM17 (Competence) Work as a team in the processes of coming up with, specifying and implementing interface design in interactive communication projects.
8. KM11 (Knowledge) Identify the theoretical-practical foundations of the basic concepts and principles of graphic design, interaction design, user-centred design and interface design in products, applications and services in the field of interactive communication.
9. KM11 (Knowledge) Identify the theoretical-practical foundations of the basic concepts and principles of graphic design, interaction design, user-centred design and interface design in products, applications and services in the field of interactive communication.
10. KM11 (Knowledge) Identify the theoretical-practical foundations of the basic concepts and principles of graphic design, interaction design, user-centred design and interface design in products, applications and services in the field of interactive communication.
11. KM12 (Knowledge) Describe the methodologies, techniques and research models applicable to the design and evaluation of interactive communication projects
12. KM12 (Knowledge) Describe the methodologies, techniques and research models applicable to the design and evaluation of interactive communication projects
13. KM13 (Knowledge) Identify the theoretical-practical foundations of visual data analysis in the field of interactive communication.
14. KM13 (Knowledge) Identify the theoretical-practical foundations of visual data analysis in the field of interactive communication.

## Content

1. Typography
2. Color theory
3. Infographics
4. User experience - web
5. Usability - web
6. Accessibility - web

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	33	1.32	CM14, CM15, CM16, CM17, CM14
Master classes with ICT support	15	0.6	KM11, KM12, KM13, KM11
Type: Supervised			
Tutorials (individual or group face-to-face activity aimed at solving learning problems)	15	0.6	CM14, CM15, CM16, CM17, KM11, KM12, KM13, CM14
Type: Autonomous			

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 course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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	60% of all the activities of the participations, presentations and defenses in front of the group	33	1.32	CM14, CM15, CM16, CM17
Written exam	40% have to demonstrate theoretical knowledge of lectures and master lectures	15	0.6	KM11, KM12, KM13

The student will be entitled to the reevaluation 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 reevaluation, the previous grades should be they must be less than o equal to 3,5.

The activities that are excluded from the reevaluation 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.

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for such as bibliographic or information searches, text correction, or translations and completion of the syllabus offered in the theoretical classes. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

## Bibliography

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## Software

- Wireframes design (FIGMA)
- Graphic design (Affinity Designer & Affinity Photo)
- Information architecture and catalog of contents (XMIND)
- Web accessibility (Adobe Color & WebAIM Contrast Checker)

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

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