

Degree programme	Type	Course
Interactive Communication	OB	2

Contact lecturer

Name : Celia Andreu Sanchez

Email : celia.andreu@uab.cat

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.

Group languages

You can consult this information at the [end](#) of the document.

Objectives

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.

Learning outcomes

- CM14 (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.) 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.
- CM17 (Work as a team in the processes of coming up with, specifying and implementing interface design in interactive communication projects.) Work as a team in the processes of coming up with, specifying and implementing interface design in interactive communication projects.
- KM11 (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.) 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.
- SM12 (Use the fundamental concepts of graphic design, interaction design, user-centred design and interface design when designing simple, usable and aesthetically appealing human-machine interfaces, as well as in products, applications, and services in the field of interactive communication.) Use the fundamental concepts of graphic design, interaction design, user-centred design and interface design when designing simple, usable and aesthetically appealing human-machine interfaces, as well as in products, applications, and services in the field of interactive communication.

Contents

Interaction Design content includes:

- The perception of design
- Interaction design
- The interaction of the screens
- Digital interaction modes

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Tutoring	9	0.36	
Laboratory exercises	21	0.84	
Seminars	9	0.36	
Interactive project	84	3.36	
Lectures	15	0.6	

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 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 subject is in Spanish.

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

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
-------	--------	-------	------	-------------------

Seminars	20%	6	0.24	CM17, KM11, SM12
Practical exercises	50%	3	0.12	CM14, CM17, KM11, SM12
Exam	30%	3	0.12	KM11, SM12

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.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

This course does not provide for a single-assessment system.

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result 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

Andreu-Sánchez, Celia, Martín-Pascual, Miguel Ángel, Gruart, Agnès, Delgado-García, José María (2017). Eyeblick 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>

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>

Saffer, Dan (2010). *Designing for Interaction. Creating Innovative Applications and Devices*. New Riders: Voices that Matter.

Shneiderman, Ben, Plaisant, Catherine, Cohen, Maxine, Jacobs, Steven M., and Elmqvist, Niklas, *Designing the User Interface: Strategies for Effective Human-Computer Interaction*. Sixth Edition, Pearson (Mayo 2016) <http://www.cs.umd.edu/hcil/DTUI6/>

Simons, Daniel J, Chabris, Christopher F. (1999). Gorillas in our midst: sustained inattention blindness for dynamic events. *Perception*, 28: 1059-1074. <https://doi.org/10.1068/p281059>

Stumpe, Ben, Sutton, Christine (2010). The first capacitive touch screens at CERN. *Cern Cour. International Journal High-Energy Physics*. (31/Marzo/2010). <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.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	6	Spanish	first semester	afternoon
(PLAB) Practical laboratories	61	Spanish	first semester	afternoon
(PLAB) Practical laboratories	62	Spanish	first semester	afternoon