

Degree programme	Type	Course
Interactive Communication	OB	1

Contact lecturer

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Teaching staff

Pablo Gonzalez Jimenez

Group languages

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

Prerequisites

Previous knowledge of user and user-friendly computing

Objectives

In general, it aims to study of typography, theory of color, infographics and 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

- 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

1. Typography

2. Color theory

3. Infographics

4. User experience - web

5. Usability - web

6. Accessibility - web

7. Wireframes - web

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Tutorials (individual or group face-to-face activity aimed at solving learning problems)	15	0.6	CM14, CM17, KM11
Study: Reading and synthesis of scientific documents	39	1.56	KM11
Master classes with ICT support	15	0.6	KM11
Laboratory practices	33	1.32	CM14, CM17

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Written exam	40% have to demonstrate theoretical knowledge of lectures and master lectures	15	0.6	KM11
Deliveries collective work projects	60% of all the activities of the participations, presentations and defenses in front of the group	33	1.32	CM14, CM17, SM12

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 or 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.

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.

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Software

Wireframes design (FIGMA)

Graphic design (Affinity Designer)

Information architecture and catalog of contents (XMIND)

Web accessibility (Adobe Color & WebAIM Contrast Checker)

Google Fonts

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	Catalan/Spanish	first semester	afternoon

(PLAB) Practical laboratories	61	Catalan	first semester	afternoon
(PLAB) Practical laboratories	62	Catalan	first semester	afternoon