

Syllabus

Course Description

Course Title	Digital Design: Interaction & Transmedia Design
Course Code	97143
Course Title Additional	
Scientific-Disciplinary Sector	CEAR-08/D
Language	Italian
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Prof. Letizia Bollini, Letizia.Bollini@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/44032
Teaching Assistant	
Semester	Second semester
Course Year/s	2nd
CP	6
Teaching Hours	60
Lab Hours	0
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	The course introduces students to the fundamentals of interface, experience and interaction design as well as user research methods applied to communication and digital ecosystems.
Course Topics	When we talk about 'digital design', we are not talking about technology, but about people and how digital – if designed 'well' – can make our experiences simpler, more engaging and more meaningful. Text that is difficult to read, a low-contrast colour scheme, a video without subtitles, navigation that can only be used with a mouse, or language based on stereotypes can turn technology into a

	barrier. Designing therefore means taking on a responsibility: deciding who will be able to participate, understand, express themselves and feel represented. In this course, we will explore how to create “phygital” (physical and digital) experiences that meet the needs, expectations and behaviours of different people in different contexts. Accessibility and inclusion will not be requirements to be checked at the end, but the starting point of the project. Through Life-Centred Design, we will broaden our perspective beyond the individual user, considering the impact of our choices on communities, society, the environment and other living beings. The course will be organised as a workshop for research and practical experimentation. Lectures will be accompanied by case study analyses, practical activities, discussions, observation exercises, collaborative design and peer reviews. We will work on real-life situations, taking into account people with different abilities, ages, genders, cultures, languages and levels of technological familiarity. We will not attempt to design for an ‘average user’, because the average user does not exist. Instead, we will learn to view diversity as a normal part of life and as a resource for designing better experiences. Topics covered include: - Guidelines, standards, regulations and ethics. Universal design, design for all, inclusion, ableism and accessibility. - There is no such thing as the ‘average’ user. From standardisation to diversity. - From personas to the persona spectrum. Designing with and for people. - Multimodal languages, interactions and experiences for everyone. - Images, vision and text. - Colours, codes and colour blindness. - Typography, legibility, readability and dyslexia. - Artificial intelligence and people: research and testing.
Keywords	Communication design, transmedia design, experience design, interaction design, interface design, accessibility, design-driven inclusion, life-centered design, universal design, design for all.
Recommended Prerequisites	The course is particularly suitable for students with a good

	knowledge of Visual Design, or who have already undertaken a project in this field or completed the Interaction and Communication Design course, and who wish to explore aspects of digital communication and accessibility in greater depth.
Propaedeutic Courses	
Teaching Format	Lectures, readings and debates, individual and team exercises, workshops and the exam project.
Mandatory Attendance	Not compulsory but strongly recommended
Specific Educational Objectives and Learning Outcomes	Knowledge and understanding - have acquired the basic knowledge necessary to realise a project in the field of Interaction & Transmedia Design; - have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in technical subjects, with a particular attention to the field of Interaction & Transmedia Design. Applying knowledge and understanding - use the basic knowledge acquired in the technical fields to realise a mature project; - make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme and to develop them further. Transversal competence and soft skills Making judgements - Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions that are necessary to bring a project of Interaction & Transmedia Design to completion. Communication skills - present an independently realised project in the field of Interaction & Transmedia Design in the form of an installation, orally as well as in writing in a professional manner. Learning skills - have learned a work methodology at a professional level - in the sense of being able to identify, develop and realise solutions to

	complex problems by applying the acquired knowledge in the different fields, with a particular attention to the field of Interaction & Transmedia Design - in order to start a professional activity and/or continue their studies with a master's degree programme; - have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations; - have acquired basic knowledge in the field of Interaction & Transmedia Design as well as a study methodology suitable for continuing studies with a Master's degree programme.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Regarding the exam date, each student must upload detailed documentation of their work carried out during the course to the Design and Art faculty microsite (designart.unibz.it). This documentation is an essential part of the exam and must include visual materials alongside a project abstract. During the final exam, students will discuss the activities and content developed during the semester, as well as the mandatory bibliography, both individually and in groups. The exam involves giving a critical presentation on the project carried out during the semester, accompanied by an oral discussion of the course activities, lecture topics and required bibliography. The documentation, including exercises and workshops, the project booklet and a link to the interactive prototype via WeTransfer, must be submitted one week before the exam date. Additionally, three copies of the printed project booklet must be submitted two days before the GOG. These materials are an integral part of the exhibition setup, as is a QR code to access the interactive prototype. N.B. ALL THE STUDENTS ATTENDING THE EXAM AS "OPT" OR AS NON-ATTENDING STUDENTS MUST AGREE UPON THE CONTENTS

	WITH THE TEACHER BY THE FIRST WEEK OF THE SEMESTER.
Evaluation Criteria	The exercises, workshop results, and project will be part of the in oral discussion and final evaluation, along with the topics and content covered during the course and the mandatory readings. The final assessment will be based on the students' progress, development and active participation in all practical sessions, workshops, the final project and the project documentation, in accordance with the following criteria: - Ability to analyse and conceptualise the project topic - Originality, maturity and quality of the design concept and the overall development of the project - Ability to translate the design concept into a meaningful, engaging and accessible experience - Completeness and accuracy of the prototype development - Quality of the project documentation - Ability, maturity and competence in critically discussing design choices and the solutions adopted.
Required Readings	Holmes, K. (2018). <i>Mismatch: How inclusion shapes design</i>. MIT Press. Bertoni, M. (2023). People matter. Una conversazione su inclusione, lavoro e accessibilità digitale. UXUniversity.
Supplementary Readings	Web Content Accessibility Guidelines (WCAG) https://www.w3.org/TR/2008/REC-WCAG20-20081211/ An accessibility link a day https://www.linkedin.com/in/chiaracielo-longobardi-a140737/
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Peace, justice and strong institutions, Reduced inequalities, Gender equality