Syllabus

Descrizione corso

Titolo insegnamento	Comunicazione virtuale e Interazione persona macchina
Codice insegnamento	17324
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	NN
Lingua	Inglese
Corso di Studio	Corso di laurea in Scienze della Comunicazione e Cultura
Altri Corsi di Studio (mutuati)	
Docenti	dr. Maria Menendez Blanco, Maria.MenendezBlanco@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/44152 dott. Francesco Berton, Francesco.Berton@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/54106
Assistente	
Semestre	Secondo semestre
Anno/i di corso	2
CFU	12
Ore didattica frontale	90
Ore di laboratorio	0
Ore di studio individuale	210
Ore di ricevimento previste	36
Sintesi contenuti	Virtual Communication The course aims at providing participants with a comprehensive and critical perspective on the contemporary developments of communication through virtual worlds, games and interactive experiences.

	Human-Computer Interaction The course deepens the students' knowledge on topics related to human-centered perspectives on Computer Science research and development.
Argomenti dell'insegnamento	See the individual course modules
Parole chiave	Human-Computer Interaction Computer-Supported Collaborative Work Social Computing Critical Computing
Prerequisiti	The HCI module includes prototyping activities with Figma, basic knowledge of digital prototyping is recommended
Insegnamenti propedeutici	
Modalità di insegnamento	See the individual course modules
Obbligo di frequenza	In accordance with the regulation
Obiettivi formativi specifici e risultati di apprendimento attesi	Virtual Communication Alongside an exploration of relevant literature and theoretical contributions on a diverse range of themes related to the field, the course focuses on practical exercises and studies, collective analyses and dialogic exchanges as its core educational methodology. By the end of the course, participants should have experienced a variety of perspectives in the field of Virtual Communication, should have further developed their ability to critically analyse and understand it, and should have acquired tools and methodologies to work with/through it. Human-Computer Interaction The focus of the course will go beyond the user-system interface and delve into digital technologies as tools for communicating between teams, groups, and societies. The theoretical competences will include domains that deal with the collaborative (e.g., Computer-Supported Collaborative work) social (e.g., Social Computing), and societal aspects (e.g., Critical Computing) of digital technologies. These theoretical foundations will allow students to develop critical thinking on collaborative (e.g., groupware), and data-rich products (e.g., AI, automatic-

	decision making systems). The practical competences will be developed through case studies and practical examples presented during the lectures and laboratories. Virtual Communication Knowledge and understanding Acquisition of a comprehensive and critical perspective on the contemporary developments of virtual communication, with a focus on the paradigms of creation in virtual worlds, games and interactive experiences. Applying knowledge and understanding Improvement of the ability to critically analyse Virtual Communication through virtual worlds, games and interactive experiences, its implications, flaws and potentials. Development of the capacity to evaluate, plan and design virtual worlds, games and interactive experiences. Making judgments Critically assess and evaluate Virtual Communication elements and related systems in a holistic and intersectional manner, considering their ethical, ecological, social, political and emotional impact and influence. Communication skills Develop a deeper awareness and understanding of Virtual Communication and its structural elements. Improve one's individual ability to plan and use Communication through and within digital environments. Learning skills Experience approaches and methods of discovery, learning and expression grounded in practice and dialogic exchange, which can be transferred to other learning contexts and fields of knowledge/practice. Human-Computer Interaction Knowledge and understanding - Describe Human-Computer Interaction as a field of Computer Science that focuses on user, activities, contexts, and technologies - Describe theories and concepts relevant for the design and

	evaluation of computer-supported collaboration - Elaborate on the social and societal impact of digital technologies (e.g. data work, crowdsourcing) Applying knowledge and understanding - Ability to discuss how digital platforms (e.g., groupware, social media) shape collaboration and/or collective action - Ability to discuss how data generation and production shapes digital technologies - Practical experience on developing interactive prototypes Making judgments - Being able to critically reflect on the present and future use of digital platforms as a communication tool within teams and groups - Being able to critically reflect on how data-rich products shape societies Communication skills - Demonstrate the ability to work in groups and establish effective communication and collaboration - Improve verbal and written presentation skills Learning skills - Students will develop their independent learning skills, abilities to work in group, analytical thinking, and ability to shape and express personal reflections on complex topics related to digital technologies and their impact on societies.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	Virtual Communication For students who regularly attend the course (>60% attendance), the course will be evaluated as follows: - The quality of participation in the course's activities and dialogic sessions and the contextual relevance of the work produced during workshops and practical exercises. (20%)

	- A digital interactive prototype based on a research topic (50%), applying the theoretical notions and adopting the design tools learnt during the course. The deadline for this prototype is about one week before the oral exam. This will be a joint assessment with the HCI module. - An oral exam (30%) consisting of a series of questions on the course's content. This will be a joint assessment with the HCI module. For non-attending students: - A written report (70%) consisting of a critical analysis of a virtual world or interactive experience suggested either by the teacher or by the student, applying the knowledge learnt during the personal study of the course bibliography to expose flaws and potentials of the chosen subject. The deadline for this written report is one week before the oral exam. This will be a joint assessment with the HCI module. - An oral exam (30%) consisting of a series of questions on the course's content. This will be a joint assessment with the HCI module. Human-Computer Interaction For students who regularly attend the course (>60% attendance), the course will be evaluated as follows: - Formative assessments (50%). Two exercises related to concepts and methods being taught during the lectures. Students will have enough time to complete the exercises, and feedback will be provided during lab hours. The deadline for the last exercise is two weeks before the oral exam - Participation and engagement during the lectures and exercises (20%) - Final oral exam (30%) on topics and concepts presented during the course. To provide a holistic assessment, there will be a joint oral exam for Virtual Communication and Human-Computer Interaction

	For non-attending students: - Individual Project (50%) that combines topics, concepts, methods, and practical skills discussed during the course. Contact the professor as early as possible to clarify the requirements for this project. - Final individual oral exam (50%) on topics and concepts presented during the course. To provide a holistic assessment, there will be a joint oral exam for Virtual Communication and Human-Computer Interaction
Criteri di valutazione	Awarding of a single final mark, the average of the assessments of the individual modules. Virtual Communication General Criteria for the individual assessments: relevance to the course topics, mastery of language and topics presented during the course, Criteria for the evaluation of the interactive prototype: relevance of the chosen subject to the course topics, general quality of the prototype (clarity, structure, presentation, hierarchy, use of language), reference to relevant work presented during the course. Criteria for the evaluation of the oral exam: relevance to the course topics, mastery of language and topics presented during the course, ability to revise and present the written report, knowledge of the course theory, ability to establish relationships between topics. Human-Computer Interaction General Criteria for the individual assessments: Relevance to the course topics, methodological rigor, relevance of the results, development of critical reflections, quality of the developed artefacts (e.g., interactive prototype), mastery of language (with respect to the terms, theories, and methods introduced during the course) and general quality of the report (e.g., presentation, clarity, structure, use of language, reference to relevant work). Any additional specific criteria will be provided with each exercise.

	Criteria for the evaluation of the oral exam: clarity of answers, skills in critical thinking, mastery of language (with respect to the terms, theories, and methods introduced during the course), ability to summarize, evaluate, and establish relationships between topics. Attendance is encouraged, participation and engagement during the course add up to 20% of the final mark.
Bibliografia obbligatoria	Virtual Communication: Readings will be provided during the course Human-Computer Interaction: Required readings will be allocated before the lectures
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Buona salute, Pace e giustizia, Ridurre le disuguaglianze, Parità di genere

Modulo del corso

Titolo della parte costituente del corso	Comunicazione virtuale
Codice insegnamento	17324A
Settore Scientifico-Disciplinare	CEAR-10/A
Lingua	Inglese
Docenti	dott. Francesco Berton, Francesco.Berton@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/54106
Assistente	
Semestre	Secondo semestre
CFU	6
Docente responsabile	

Ore didattica frontale	45
Ore di laboratorio	0
Ore di studio individuale	105
Ore di ricevimento previste	18
Sintesi contenuti	Virtual Communication The course aims at providing participants with a comprehensive and critical perspective on the contemporary developments of virtual communication, with a focus on the paradigms of creation of virtual worlds, games and interactive experiences. Alongside an exploration of relevant literature and theoretical contributions on a diverse range of themes related to the field, the course focuses on practical exercises and studies, collective analyses and dialogic exchanges as its core educational methodology. By the end of the course, participants should have experienced a variety of perspectives in the field of Virtual Communication, should have further developed their ability to critically analyse and understand it, and should have acquired tools and methodologies to work with/through it.
Argomenti dell'insegnamento	The course starts with an insight on how communication elements function in virtual worlds and interactive experiences, teaching how rules and mechanics shape communication through procedural rhetoric and agency. In the second half of the course a series of interactive experiences approaching different topics will be presented, giving to the students examples of application of virtual communication in context. In addition, the course will provide a focus on how aesthetics, narrative and spatiality shape virtual worlds, offering tools and methods to design and deliver digital artifacts.
Modalità di insegnamento	Each lecture will combine frontal input, practical workshop modules and dialogic sessions. Individual lectures may feature additional educational formats, such as reverse engineering, tutorials, games, etc. Occasionally students will be asked to gather information or produce materials in advance that will be used as input during lectures.
Bibliografia obbligatoria	Readings will be provided during the course.

Bibliografia facoltativa	Readings and bibliography of each lecture will be provided during the course.

Modulo del corso

Titolo della parte costituente del corso	Interazione persona macchina
Codice insegnamento	17324B
Settore Scientifico-Disciplinare	INFO-01/A
Lingua	Inglese
Docenti	dr. Maria Menendez Blanco, Maria.MenendezBlanco@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/44152
Assistente	
Semestre	Secondo semestre
CFU	6
Docente responsabile	
Ore didattica frontale	45
Ore di laboratorio	0
Ore di studio individuale	105
Ore di ricevimento previste	18
Sintesi contenuti	Human-Computer Interaction The course deepens the students' knowledge on topics related to human-centered perspectives on Computer Science research and development. The focus of the course will go beyond the user-system interface and delve into digital technologies as tools for communicating between teams, groups, and societies. The theoretical competences will include domains that deal with the collaborative (e.g., Computer-Supported Collaborative work) social (e.g., Social Computing), and societal aspects (e.g., Critical Computing) of digital technologies. These theoretical foundations will allow students to develop critical thinking on collaborative (e.g., groupware), and data-rich products (e.g., AI, automatic-

	decision making systems). The practical competences will be developed through case studies and practical examples presented during the lectures and laboratories.
Argomenti dell'insegnamento	The course deepens knowledge on topics related to human-centered perspectives on Computer Science research and development. The course focus will go beyond the user-system interface and delve into digital technologies as tools for communicating among teams, groups, and societies. The theoretical competences will include topics on the collaborative (e.g., Computer-Supported Collaborative Work), social (e.g., Social Computing), and societal aspects (e.g., Critical Computing) of digital technologies. These theoretical foundations will allow students to develop critical thinking on collaborative (e.g., groupware) and data-rich products (e.g., AI, automatic-decision making systems). The practical competences will be developed through case studies and practical examples presented during the lectures and laboratories.
Modalità di insegnamento	Lectures will combine frontal input with labs and discussions. Labs will include hands-on activities where a laptop is required.
Bibliografia obbligatoria	Readings will be provided during the course
Bibliografia facoltativa	