Syllabus

Descrizione corso

Titolo insegnamento	Interaction and Communication Design
Codice insegnamento	47208
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	INFO-01/A
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Pratiche creative e Critiche contemporanee
Altri Corsi di Studio (mutuati)	
Docenti	prof. Letizia Bollini, Letizia.Bollini@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/44032
Assistente	
Semestre	Primo semestre
Anno/i di corso	2nd year
CFU	6
Ore didattica frontale	60
Ore di laboratorio	0
Ore di studio individuale	90
Ore di ricevimento previste	18
Sintesi contenuti	The course introduces students to the fundamentals of interface, experience and interaction design as well as user research methods applied to communication and phygital ecosystems.
Argomenti dell'insegnamento	The course explores the relationship between communication and interaction in the contemporary digital ecosystem. Every day, we produce, receive, share and archive an ever-increasing volume of digital documents: photographs, videos, texts, emails, conversations, content posted on platforms and data

	generated automatically by devices. These materials are not merely traces of the present. They constitute the personal and collective archives through which, in the future, our experiences, identities and stories will be reconstructed and recounted. Digital memory, however, is neither neutral nor permanent: it depends on technological infrastructures, formats, platforms, algorithms and selection criteria that are often invisible, as well as on the possibility of access. Through theoretical contributions, case study analyses, and design exercises, the course invites students to explore, conceive, and design new ways of exploring, interacting with, and narrating digitalised and digitally native memory, reimagining the experience and communication of memory as a "dispositifs" in the form of an interactive prototype. Particular attention will be paid to the role of creative practices in making digital archives visible, questioning them and transforming them into a living, accessible experience.
Parole chiave	Communication design, interaction and experience design, interface design, design critique, phygital design, digital heritage.
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Lectures, readings, individual and group assignments, workshops, Individual tasks, a collaborative meta-project, design presentations, critique and reviews.
Obbligo di frequenza	Not compulsory but strongly recommended
Obiettivi formativi specifici e risultati di apprendimento attesi	Knowledge and understanding Know digital and analogue technologies and their applications in visual arts and design; Possess specific knowledge on the cultural, social and ethical implications of the use of technologies in artistic practices; Understand the processes of integrating technologies into creative contexts, analyzing them considering the connections with other fields of knowledge, such as the philosophy of technology, computer science and cognitive sciences.

	Applying knowledge and understanding Use advanced software and digital techniques to create innovative works of art and design; Experiment with augmented reality, 3D printing, artificial intelligence and other technological tools to expand the boundaries of artistic practices; Collaborate with engineers, programmers and other professionals to develop interdisciplinary projects that integrate art and technology. Making judgements Apply the knowledge acquired in the professional context; Devise original projects that take into account the transformations induced by globalization and internationalization processes. Communication skills Using visual and multimedia tools to create engaging and informative presentations. Learning skills The strengthening of the critical and operational autonomy of students; The development of their ability to choose, compare and adapt to new knowledge and technologies.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	The exam consists of a presentation and critical discussion of the required documents, the course topics, activities, bibliography and the project. Documentation includes printed and digital materials to be submitted a week before the exam session via wetransfer.com
Criteri di valutazione	The final assessment is based on the content of all the activities, according to the following criteria: - Ability to analyse and conceptualise the digital design problem assigned - Completeness, coherence, and rigour in the

	development of the design solution - Complexity and originality of the design solution - Active and proactive in-class engagement and participation - Ability to support the arguments towards the critical design solution according to the cultural debate Students not attending the course activities MUST AGREE upon the contents of the exam with the professor no later than October.
Bibliografia obbligatoria	Messarra, L., Freeland, C., & Ziskina, J. (2026). Vanishing Culture: A Report on Our Fragile Cultural Record. (https://archive.org/details/vanishing-culture-2026)
Bibliografia facoltativa	Bollini, L., & Guida, F. E. (2022). Digital Memories. *PAD Journal, 15* (23) (https://www.padjournal.net/new/pad-23-2022-december-vol-15/) Guida, F. E., & Bollini, L. (2023). Future Heritages. *PAD Journal*, *16* (24). (https://www.padjournal.net/new/pad-24-2023-june-vol-16/) Further references will be provided during the course
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità, Pace e giustizia, Ridurre le disuguaglianze, Parità di genere