Syllabus

Course Description

Course Title	Interaction and Communication Design
Course Code	97130
Course Title Additional	
Scientific-Disciplinary Sector	INFO-01/A
Language	English
Degree Course	Bachelor in Design and Art - Major in Art
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	First semester
Course Year/s	2nd and 3rd
CP	6
Teaching Hours	60
Lab Hours	0
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	The course introduces students to the basic principles of interaction, user experience, accessibility and interface design in the digital communication field mainly applied to online communication artifacts.
Course Topics	The course introduces students to the basic principles of Information Architecture (IA), Interaction (Ix), Experience (Ux), Accessibility (Ax), and Interface (UI) design in the field of digital communication, according to a life-centered approach applied primarily to online communication artefacts.

	Throughout the course, students are challenged to work on the core idea of the project from a conceptual, metaphorical, and media language perspective to transform information into communication, communication into experience. Students are also encouraged to focus on the behaviours, needs, fears, motivations and emotions of the people with or for whom they are designing (personas-spectrum), their imaginaries and languages. Students are then invited to translate the concept and communication metaphor into an interactive prototype that can be experienced, navigated, and tested.
Keywords	Communication design, Interaction design, experience design, interface design.
Recommended Prerequisites	The course is aimed at students with a basic knowledge of visual design. For this reason, it is recommended that students have completed at least one Visual Design Project before attending the course, and have basic knowledge of the main design software (Adobe Creative Cloud, Affinity, or similar). For those interested in developing their knowledge in the field of digital design, it is recommended to take this course before Digital Design: Interaction and Transmedia Design. For the acquisition and use of specific software, such as Figma, Sketch, etc., an autonomous and proactive student initiative is required.
Propaedeutic Courses	None
Teaching Format	Lectures, readings and debates, individual and team exercises, workshops and the project. 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.
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 Artistic production; - 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 Artistic production. 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 Artistic production to completion. Communication skills - present an independently realised project in the field of Artistic production 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 Artistic production - 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 Artistic production as well as a study methodology suitable for continuing studies with a Master's degree programme.
Specific Educational Objectives and Learning Outcomes (additional info.)	Acquisition of basic concepts of information architecture (IA) and interaction design (IxD) within digital communication ecosystems. Understanding the main aspects of user experience (Ux),

	Accessibility (Ax) and Interface Design (UI) according to a life-centered approach.
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. ALL THE STUDENTS ATTENDING THE EXAM AS "OPT" OR AS NON-ATTENDING STUDENTS MUST AGREE UPON THE CONTENTS WITH THE TEACHER.
Evaluation Criteria	The final evaluation will be based on the progress, growth, and active participation of the students in all exercises, workshops, the final project and the project documentation according to the following criteria: - Ability to analyse and conceptualise the project topic about the target audiences (personas-spectrum) and the assigned use cases/scenarios on the given topic.

	- Originality, maturity, and quality of the design concept and overall project development - Ability to translate the design idea into a meaningful, engaging and interactive experience - Richness, completeness and accuracy of prototype development - Quality of project documentation - Ability, maturity and competence to critically discuss the design choices and solutions adopted.
Required Readings	Schlatter, T. & Levinson, D. (2013). Visual Usability. Principles and practices for designing digital applications. Morgan and Kaufmann
Supplementary Readings	Additional resources will be shared through the course's Figma Jam dashboard
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Reduced inequalities, Gender equality