Syllabus

Course Description

Course Title	Digital Design: Interaction & Transmedia Design
Course Code	97143
Course Title Additional	
Scientific-Disciplinary Sector	CEAR-08/D
Language	English
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 dr. Giovanna Nichilò, Giovanna.Nichilo@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/54284
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 figital ecosystems.
Course Topics	The course introduces the students to the basics of interaction, experience, and interface design principles applied to multimodal interfaces and phygital communication ecosystems.

	(The design of digital communication, mainly applied to online communication artefacts and interface design, and specifically responsive/web/adaptive/mobile app, information architecture and introduction to Figma, is covered in the Interaction and Communication Design course) - Design concepts in the field of Interaction (Ix), User Experience (Ux) and interface (UI) design - Principles of digital, transmedia and narrative design - Understanding and a critical perspective on multimodal interfaces and phygital communication ecosystems design
Keywords	Communication design, transmedia design, experience design, interface design
Recommended Prerequisites	The course is aimed at students with a good knowledge of visual design. For this reason, it is recommended that the students have passed AT LEAST one Visual Design Project exam BEFORE attending the course AND/OR Interaction and Communication Design. Basic Knowledge of the main design software (Adobe Creative Cloud or similar) and digital prototyping (FIGMA) is required. It is strongly recommended to take this class AFTER Interaction and Communication Design, which also teaches the very basics of FIGMA.
Propaedeutic Courses	
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 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 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	Laurel, B. (2013). Computers as Theatre (2nd Edition). Addison-Wesley Lupton, E. (2017). Design is Storytelling. Cooper Hewitt, Smithsonian Design Museum Ottolini, L. & Guerra, M. (2019).In strada / In the Street. Corraini Resmini, A. (2025). The spatial turn in Information Architecture. In L. Bollini (ed.) Performing Spaces, pp. 18–47. Biblion https://www.biblionedizioni.it/wp-content/uploads/2025/07/Bollini_PerFormingSpaces_eBook_DEF.pdf
Supplementary Readings	Further information will be provided during the course.
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Reduced inequalities, Gender equality