



Universitat de Lleida

DEGREE CURRICULUM

DIGITAL INTERACTION

Coordination: LEGA LLADOS, FERRAN JOAN

Academic year 2022-23

Subject's general information

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|---|---|---------------|------------------|------------------|
| Subject name | DIGITAL INTERACTION | | | |
| Code | 102188 | | | |
| Semester | 2nd Q(SEMESTER) CONTINUED EVALUATION | | | |
| Typology | Degree | Course | Character | Modality |
| | Bachelor's Degree in Digital Design and Creative Tehcnologies | 2 | COMPULSORY | Attendance-based |
| Course number of credits (ECTS) | 6 | | | |
| Type of activity, credits, and groups | Activity type | PRAULA | | TEORIA |
| | Number of credits | 3 | | 3 |
| | Number of groups | 2 | | 1 |
| Coordination | LEGA LLADOS, FERRAN JOAN | | | |
| Department | COMPUTER SCIENCE AND INDUSTRIAL ENGINEERING | | | |
| Teaching load distribution between lectures and independent student work | 60H. teaching classes. 90H. Personal work | | | |
| Important information on data processing | Consult this link for more information. | | | |
| Language | Catalan Spanish | | | |
| Distribution of credits | 3 theoretical credits 3 practical credits | | | |

| Teaching staff | E-mail addresses | Credits taught by teacher | Office and hour of attention |
|--------------------------|--------------------------|---------------------------|---|
| LEGA LLADOS, FERRAN JOAN | ferran.lega@udl.cat | 3 | Office 122. To consult with the teacher |
| VASILE , FRANCESCA | francesca.vasile@udl.cat | 6 | |

Learning objectives

- Consolidate the development of interactive systems following the User Centered Design (DCU) methodologies.
- Application of Participatory Techniques in the initial phases of developing an interactive system.
- Understand and develop the user profiles associated with a certain system.
- Develop the Information Architecture of an interactive and / or information system.
- Know and apply interaction patterns when designing user interfaces.
- Evaluate the usability and the degree of user experience of an interactive system.

Competences

Basic Competences (CB)

CB1. That students have demonstrated to possess and understand knowledge in their area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge from the cutting edge of your field of study.

CB3. That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature.

General Competences (GB)

CG2. Ability to solve communication problems, knowing and identifying the different phases of digital design.

CG3. Ability to respond to contexts typical of digital environments, recognizing physical, cognitive, cultural and social factors that frame design decisions.

CG5. Ability to design and evaluate systems that guarantee accessibility and usability.

CG6. Understand, understand, know how to interact and satisfy the needs of new customers in digital contexts.

Specific Competences (CE)

CE8. Ability to create and exploit virtual worlds, and to create, manage and distribute multimedia content.

CE10. Prototype an interactive system from a design.

CE13. Acquire aesthetic and artistic sensitivity to make decisions during the creative process, demonstrating skill in handling the specific techniques and procedures of digital art.

Transversal Competences (CT)

CT3. Acquire training in the use of new technologies and information and communication technologies

CT6. Apply the gender perspective to the tasks of the professional field.

Subject contents

BLOCK 1: DIGITAL INTERACTION IN DESIGN AND BUSINESS.

1-The user-centered design.

2- User profiles, how to create profiles and user groups.

3- Case studies.

4- The oratoira to sell a project.

6- The information architecture.

5- How to face a real project.

BLOCK 2. DIGITAL INTERACTION AND ART.

1- Relationship between art and 'spectator.

2- Digital Art and interaction.

3- Case studies.

4- How to develop a real artistic project.

5- The artwork thought to be exhibited.

6- We present our project to an open call.

Methodology

- Theoretical exposition of the teachers through audiovisual support and work proposals according to the thematic blocks to be developed.
- Oral projection of the students of what they are developing.
- Discussions and reflections on the analytical observation of the development of the useri profiles projects.
- Development of a business project and presentation to a public call.
- Reflections and debates around interactive art.
- Deenvolupament of an interactive artistic project.
- Continuous monitoring in group or individually in the workplace or tutorial spaces.
- Control of attendance in the classroom, as well as in the delivery of chronologically scheduled work.

SOFTWARE

Touchdesigner

Adobe Indesign

Adobe XD

Figma

Adobe Premiere

Adobe Photoshop

Adobe Illustrator

Development plan

The classes have a very practical orientation and are based on a theoretical framework. There will be outings outside the classroom, debates and presentations of the work, all focused on carrying out practices to achieve the necessary skills to exceed the objectives of the subject.

1. INTERACTIVE DESIGN.

2. INTERACTIVE ART.

| <i>Week</i> | <i>Description</i> | <i>Activities</i> |
|---|---|--|
| 9-10 F S1 Ferran | Course Presentation User-centered design. | 1st session. (2h). THEORY. Course Presentation User-centered design. 2nd session. (2h). G1 PRACTICES: WIX 2nd session. (2h). G2 PRACTICES: WIX |
| 16-17 F S2 Ferran | User profiles. | 1st session. (2h). THEORY User profiles. 2nd session. (2h). G1 PRACTICES: Video tutorials Toni Granollers / Work with User profiles. 2nd session. (2h). G2 PRACTICES: Video tutorials Toni Granollers / Work with User profiles. |
| 23-24F S3 Francesca | Digital design as a solution to problems/necessities | 1st session. (2h). THEORY Digital design as a solution to problems/necessities 2nd session. (2h). G1 PRACTICES: Figma & Adobe XD. 2nd session. (2h). G2 PRACTICES: Figma & Adobe XD. |
| 2-3 M S4 Francesca | Examples and projects Case studies | 1st session. (2h). THEORY Examples and projects Case studies 2nd session. (2h). G1 PRACTICES: APP practices. 2nd session.(2h). G2 PRACTICES: APP practices. |

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| <p>9-10M S5 Francesca</p> | <p>How to make a digital interaction project Design and execution by phases. Validation study with users.</p> | <p>1st session. (2h). THEORY How to make a digital interaction project 2nd session. (2h). G1 PRACTICES: APP practices. 2nd session. (2h). G1 PRACTICES: APP practices.</p> |
| <p>16-17 M S6 Francesca</p> | <p>How to visually present a digital interaction project. Design and strategies. Possibility of financing.</p> | <p>1st session. (2h). THEORY: How to visually present a digital interaction project. Design and strategies. 2nd session. (2h). G1 PRACTICES: APP practices. 2nd session. (2h). G1 PRACTICES: APP practices.</p> |
| <p>23 M S7 Ferran</p> | <p>Presentations and sharing of WIX projects.</p> | <p>1st session. (2h). THEORY: Presentations and sharing of WIX projects. 2nd session. (2h). G1 PRACTICES: Presentations and sharing of WIX projects.</p> |
| <p>30-31 M S8 Francesca</p> | <p>How to present a project during a company meeting. The oratory to sell a project. Work assessment, development of the project.</p> | <p>1st session. (2h). THEORY: How to present a project during a company meeting. 2nd session. (2h). G1 PRACTICES: Monitoring Projects. 2nd session. (2h). G1 PRACTICES: Monitoring Projects.</p> |
| <p>S9</p> | <p><i>Partial Exam.</i></p> | |
| <p>20-21 A S10 Ferran</p> | <p>Interactive art.</p> | <p>2nd session. (2h). G1 PRACTICES: Interactive art. <i>Touchdesigner</i> 2nd session. (2h). G2 PRACTICES: Interactive art. <i>Touchdesigner</i></p> |
| <p>27 A S11 Ferran</p> | <p><i>Develop and art project.</i></p> | <p>1st session. (2h). THEORY. <i>Develop and art project.</i> 2nd session. (2h). G1 PRACTICES: <i>Develop and art project.</i></p> |
| <p>4-5 M S12 Francesca</p> | <p>Test and validation with users Development of the second phase of the project.</p> | <p>1st session. (2h). THEORY. Test and validation with users 2nd session. (2h). G1 PRACTICES: Interactive art project practice. 2nd session. (2h). G2 PRACTICES: Interactive art project practice.</p> |
| <p>11M S13 Ferran</p> | <p><i>The art criticist.</i></p> | <p>1st session. (2h). THEORY. <i>The art criticist. SONAR+D Antònia Folguera.</i> 2nd session. (2h). G1 PRACTICES: <i>The art criticist.</i></p> |

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| 18-19 M S14 Francesca | Promotion and documentation of the project | <p>1st session. (2h). THEORY. Promotion and documentation of the project</p> <p>2nd session. (2h). G1 PRACTICES: Work assessment, development of the final project.</p> <p>2nd session. (2h). G2 PRACTICES: Work assessment, development of the final project.</p> |
| 25-26 M S15 Francesca / Ferran | Exhibition of artistic works. | <p>1st session. (2h). THEORY. Exhibition of artistic works.</p> <p>2nd session. (2h). G1 PRACTICES: Exhibition of artistic works.</p> <p>2nd session. (2h). G2 PRACTICES: Exhibition of artistic works.</p> |
| 16 17 | <i>Partial Exam.</i> | Partial exam P2 |
| 18 | <i>Tutorship.</i> | <i>Tutorship.</i> |
| 19 | Recovery Exam. | Recovery Exam. |

During the theoretical classes the students will have to take notes of the contents that will be exposed in the classroom. The teacher will release and post some materials displayed in the classroom on the virtual campus, but it is the responsibility of the students to do the readings and take class notes.

Evaluation

MINIMUM NOTE* In order to average the subject exam (FP) with the practical block, it is necessary to obtain a minimum mark of 5 in the written tests (FP). If this minimum mark is not obtained, the course will be NOT EXCEEDED and the recovery exam must be taken.

$FINAL_GRADE (PF < 5^*) = 30\% PF + 20\% PRA1 + 15\% PRA2 + 35\% PRA3$.

In order to pass the course, the **FINAL_GRADE** must be equal or higher than 5.

In case of not having passed the course, it will be possible to attend the recovery. In this case the **Final_Note** will be calculated as follows:

RECOVERY_NOTE: Exam 50% (Minimum mark 5. If the minimum mark is 5, the practices will not be taken into account and the course will be failed with the mark of the recovery exam) + Practices = 50% (in case of passing the 5 in the exam).

| ACR. | Actividades evaluaci3n | Ponderaci3n | Nota M3nima | En Grupo | Obligatory | Recuperable |
|------|------------------------|-------------|-------------|----------|------------|-------------|
| PF | Final Exam | 30% | 5* | No | Yes | Yes |

| | | | | | | |
|------|--|-----|----|------|-----|-----|
| PRA1 | Practices Block 1 IA | 20% | No | dual | Yes | No |
| PRA2 | Practices block 2 Interactive art | 15% | No | Yes | Yes | No |
| PRA3 | Practices block 3 Interactive design | 35% | No | dual | Yes | Yes |

Bibliography

Recommended reading:

Bianchi, S. and Verhagen, E. (2016). *PRACTICABLE, from participation to interaction in contemporary art*. London. The MIT Press. Cambridge Massachussets.

Brassel, C. (2012). *Las mejores técnicas para hablar en público*. Debolsillo.

Ciceron, M. T. (2014). *El orador*. Gredos.

Crespo, J.L. (2013). *Estéticas del Media Art*. Cuenca: Eumed.net

CAMPBELL, J. (2000). "Diálogos ilusorios: el control y las opciones en el arte interactivo". *Leonardo*, vol. 33, 2.

Isaacson, W. (2011). *Steve Jobs: La Biografía*. Little Brown.

Krug S. (2015). *Don't make me think. No Me Hagas Pensar. Actualización*. Anaya.

Lorés, J. y otros (-). *Introducción a la Interacción Persona-Ordenador*.

Molina, A y Kepa, L. (2000). *Futuros emergentes, Arte interactividad y nuevos medios*. Valencia: Diputació de València. Institut Alfons el Magnànim.

Moreno, A. y Corcoles, S. (2017). *Aprende Arduino en un fin de semana*. Editorial Independiente.

Munari, B. (1998). *Fantasia: Invención, creatividad e imaginación en las comunicaciones visuales*.

Unger, Russ and Chandler, Carolyn (2012). *A Project Guide to UX Design (Voices That Matter)*.

Schopenhauer, A. (2011). *El arte de tener la razón*. Nueva biblioteca EDAF.

tutorials about DIU:

Curs Toni Granollers: <https://mpiua.invid.udl.cat/>

Diseño de producto digital: Ian Spalter 2019 (Netflix)

Tutorial iniciació Touchdesigner. <https://www.youtube.com/watch?v=v6DwHEVWkkl&t=1008s>