VNIVERSITAT ID VALÈNCIA

COURSE DATA

Data Subject	
Code	33441
Name	Design of interactive projects
Cycle	Grade
ECTS Credits	6.0
Academic year	2018 - 2019

Study (s)			
Degree	**Center**	**Acad. year**	**Period**
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	4	First term

Subject-matter		
Degree	**Subject-matter**	**Character**
1301 - Degree in Audiovisual Communication	17 - Compl. training optional in year 4	Optional

Coordination	
Name	**Department**
ASENSIO BELLOT, ANTONIO	340 - Language Theory and Communication Sciences
SANTAMARINA CAMPOS, PABLO	340 - Language Theory and Communication Sciences

SUMMARY

To design and create interactive multimedia software, focusing in design items, like usability, multimedia script and structure, composition…; developing the different parts involved: goals, production, marketing and evaluation.

To practice with 'Flash program' (introduction).

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

WEB Design.
Basic use with computers.
Knowledge of the WEB, and the communication possibilities of it.
To search different ways of distribution of WEB and interactive products by different streams, channels, etc.

OUTCOMES

1301 - Degree in Audiovisual Communication

- Knowledge of communication as a process and the different elements that comprise it. The ability to assimilate knowledge of the specificity of discourse, as well as the representation methods proper to the different technological and audiovisual media. Familiarity with the different theories, methods and problems involved in audiovisual communication and its different languages.

- The ability to apply this knowledge (See Competence 2314) to transmit it in an ethical and professional way and in a manner that is comprehensible for people.

- The ability to transmit ideas, problems and solutions within the field of audiovisual communication.

- Knowledge of the different languages, codes and representation methods of the different technological and audiovisual media: photography, cinema, radio, television, video and electronic image, the Internet, etc. through their aesthetic and industrial proposals and their evolution over the years, which should generate a capacity to analyse audiovisual narratives and works, taking into account iconic messages such as the texts and products of the socio-political and cultural conditions of a given historic era.

- Students must be able to deepen their acquired knowledge and to develop and apply these skills in the various fields of audiovisual communication.

LEARNING OUTCOMES

To understand the parts of the interactive multimedia product, and be able to create itself. .

DESCRIPTION OF CONTENTS

1. Introducing to Multimedia Interactive Project Phases. Types. (theory)

Multimedia Interactive Project Concept.
Types and different phases to create a Multimedia Interactive Project: arrangement, development and evaluation.

2. Arrangement. What about is it? (Theory)

To analyze the different items inside the arrangement process of a Multimedia Interactive Project: goals, users

3. Development: Content Management. (Theory)

Content Production. Sources, format types and updating.

4. Development: Navigation Design

The Multimedia Script.
Site Structure.
To design the interactivity, links and navigation resources.

5. Development: Intarface design

Composition.
Logo.
Font types and colors.
Digital pictures processing.
Navigation controls: usability.

6. Development: Technical Production

Programming.
Authors software.
Open software versus proprietary software.
Domains. WEB Hosting and positioning.
Maintenance and security.

7. Design and creation of interactive software.

Practice with creation of interactive products like this:
WEB Site, educational software, videogames, presentations

To evaluate the project with items like content, interface, usability, visibility

8. Flash multimedia production introduction. (To practice)

1. Flash work enviroment
2. Files administration
3. To draw
4. Working with objects
5. Text
6. Audio and video
7. Symbols and Bins
8. Time Line, layers and animation.
9. Actionscript and Publication

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Computer classroom practice	30,00	100
Development of group work	25,00	0
Development of individual work	25,00	0
Study and independent work	40,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Practice is the principal method to adquire knowledge.

EVALUATION

Evaluation is divided in three parts like this:

- Theoric and write examination = 45%

- Works of groups during classrooms = 45%

- Attitude, participation and attendance in classroom = 10%

Pass in both parts, examination and Works of groups, is necessary to approve the module.

REFERENCES

Basic

- David Crowder/Andrew Bailey: CREACIÓN Y DISEÑO WEB. Anaya Multimedia, 2005
- Guillem Bou: El Guión Multimedia, Anaya Multimedia, 1997 (Descatalogado)
- VV.AA.: INTRODUCCIÓN AL DISEÑO DIGITAL. Anaya Multimedia, 1999
- http://www.w3c.es/

Additional

- VV.AA.: DISEÑO Y DESARROLLO MULTIMEDIA. Sistemas, Imagen, Sonido y Vídeo. Ra-Ma, 2002
- VV.AA.: ¡PÁSATE A LINUX!. Inforbooks, 2007
- http://www.imageandart.com/
- http://www.desarrolloweb.com/
- http://www.gfxworld.ws/
- http://www.gfxworld.ws/
- http://www.w3.org/
- http://gvenom.com/recursos_web/
- http://wix.com/