

**COURSE DATA****Data Subject**

Code	33441
Name	Design of interactive projects
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

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
HUGUET CLEMENTE, MARIA CARMEN	340 - Language Theory and Communication Sciences

SUMMARY

The Interactive Project Design module is designed as a theoretical and practical laboratory for audiovisual and multimedia content. The course as a whole provides a cognitive map of the methodologies for analysis, design and development of cultural products that have interactivity as a common feature. This approach focuses on aspects related to the graphic, visual and sound forms of audiovisual communication, the Internet and digital culture, multimedia formats or the uses of new technologies in Web environments.

In this sense, the module is designed as a work of synthesis between theoretical principles and their application in the practical field, which enables the student to articulate in an innovative and creative way knowledge in interactive communication and digital design. Consequently, Interactive Project Design provides the necessary tools for the ideation and development of content on different platforms.



The assimilation of this knowledge will enable the student to learn the general foundations and procedures for project design, the forms of production and distribution, and the planning of technological resources. A teaching and learning work dynamic is proposed based on the design of a project prototype that allows the student, through a participatory and creative dynamic, the acquisition of skills in handling multimedia tools.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No enrollment restrictions have been specified with other subjects in the curriculum.

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

1. Communicate effectively, both in writing and orally, knowledge, procedures, results and ideas related to multimedia systems and products.



2. Ability to integrate into work groups and collaborate in multidisciplinary environments, being able to communicate adequately with professionals from all fields.
3. Properly apply the methodologies, technologies, procedures and tools in the professional development of multimedia products in a context of real use, applying the appropriate solutions in each environment.
4. Conceive, design, plan, direct and carry out projects related to multimedia products using the methodologies of engineering, human resource management and economics.
5. Being able to respond professionally to the demands of each step in a multimedia production process: showing skills in writing/comprehension of scripts and communication, graphic design for communication, management of streaming technology, web design, podcasts and apps, as well as production and post-production processes.
6. Theoretical-practical knowledge of the technologies applied to the audiovisual media (photography, radio, sound, television, video, cinema, and multimedia supports), including the ability to use them in the construction of different products in the field of audiovisual communication.

DESCRIPTION OF CONTENTS

1. Communication and digital culture

- 1.1. Introduction to communication and digital culture.
- 1.2. New formats and media and content convergence. Interaction Design
- 1.3. Introduction to communication with mobile devices. Applications and web apps.
- 1.4. Usability and User Experience.

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



- 2.1. Universal design principles applied to web and multimedia environments.
- 2.2. Color.
- 2.3. Typography.
- 2.4. Branding and brand image creation
- 2.5. Visual and photographic composition. Image File Formats
- 2.6. Information architecture and design: Wireframes and prototype design

The objective for this chapter focuses on the student learning to recognize the basic principles that govern a good visual design in a participatory framework and interaction with the user. Study the ways of organizing colors, fonts and simple graphic forms, their defining features, the strategies to combine them correctly and their cultural symbolism. Introduce the technical and expressive possibilities of photography in the multimedia field. Analyze the photographic image, the laws of visual composition and work with light.

3. Development: Content Management. (Theory)

- 3.1. Stages in the creation of videos for the multimedia field: production, distribution, promotion and monetization.
- 3.2. Audiovisual genres of the Internet universe. transmedia products
- 3.3. Video compression.
- 3.4. Modalities of production and distribution of audiovisual and sound content: crossmedia, crowdfunding. Production of podcasts, web tv, YouTube, Twitch...
- 3.5. Stages of audiovisual sound.
- 3.6. Types of microphones.
- 3.7. Sound design. Music. Sound and narrative.
- 3.8 Copyright.

The objective of this section is twofold: On the one hand, to bring the student closer to the different technical and creative phases involved in the production of videos for the Internet, from planning and recording to online distribution and promotion. On the other hand, also make known some of the audiovisual genres and models born in the digital and transmedia era as a direct consequence of lower costs and the democratization of technological tools.

4. Online marketing and internet positioning

- 4.1 Development of online marketing strategies: mail marketing, Social Media Marketing and Display ads,
- 4.2 Positioning in search engines and affiliate programs: SEO strategies and creation of SEM campaigns. Google analytics.

Introduction to digital marketing and the content decision strategies of the Internet field, among which it is very important to understand how search engines organize digital information based on keywords, content indexing, etc.

**5. Design stages of an interactive project**

Preparation of the design document: Previous study of the market, idea, objectives, users, architecture and financing plan.

It is about the student developing all the phases of an interactive project that enables him, within a participatory and creative dynamic, to learn the dynamics and digital tools of a process of design and dissemination of a multimedia project.

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

Master lesson.

Resolution of theoretical-practical problems.

Study and analysis of cases.

Presentation in the classroom and group work.

EVALUATION

The assessment of the course will be based on two principles:

- Assessment of theoretical knowledge according to the syllabus, of everything related to technical knowledge by means of a theoretical test.
- Real development of interactive project design in teams.



The assessment will be made as a result of:

1. Final written test (50% of the mark).
2. Assessment of technical learning in the projects carried out in class (50% of the mark).

REFERENCES

Basic

- PRATT, A., Diseño Interactivo. Oceano Ámbar, Madrid, 2013
- BOU BAUZÁ, G., El guión multimedia, Anaya Multimedia, Madrid, 2003.
- SALAVERRÍA, R y ORIHUELA, JL. Introducción al diseño digital. Concepción y desarrollo de proyectos de comunicación interactiva. Anaya Multimedia, Madrid, 1999

Additional

- PRATT, A., Diseño Interactivo. Oceano Ámbar, Madrid, 2013
- BOU BAUZÁ, G., El guión multimedia, Anaya Multimedia, Madrid, 2003.
- SALAVERRÍA, R y ORIHUELA, JL. Introducción al diseño digital. Concepción y desarrollo de proyectos de comunicación interactiva. Anaya Multimedia, Madrid, 1999