

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

Code	33443
Name	Interactive project workshop
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	Second term
1407 - Degree in Multimedia Engineering	School of Engineering	4	Second term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	17 - Compl. training optional in year 4	Optional
1407 - Degree in Multimedia Engineering	19 - Optatividad	Optional

Coordination

Name	Department
RAUSELL LLEDO, IGNACIO	340 - Language Theory and Communication Sciences

SUMMARY

Preparation of an interactive project.

It is a practical subject in which you will develop an interactive project that before will be located within a business proposal with a specific means of dissemination.

Interactive content will be generated, organized and integrated into a project with good accessibility and usability. The final result can be a pilot or a definitive product.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

It is recommended to have done the subject Design of interactive projects to have the theoretical foundations

OUTCOMES

1301 - Degree in Audiovisual Communication

- 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

- Knowledge of the structure of a coherent and usable interactive project.
- Knowledge of the multimedia environment: ability to understand work in this environment, to propose projects or evaluate them.
- Management of computer tools for the development of interactive projects.

DESCRIPTION OF CONTENTS

1. The implementation of the idea: viability, funding, media.

Interactive proposal design. Meeting the objectives set and the target audience to which it is addressed. Drawing up a market research study to identify the SWOT of the project. Funding, distribution and exploitation plan for the audiovisual project

**2. Format design and production:**

Resources, interactivity
scheme, visual design, usability and accessibility.

3. Narrative and audiovisual structure of the project.

Development of scripts and audiovisual products based on
the project developed by the students.

4. Multimedia resources

Deepening in the use of creative
tools

WORKLOAD

ACTIVITY	Hours	% To be attended
Laboratory practices	60,00	100
Development of individual work	40,00	0
Study and independent work	20,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	10,00	0
Preparation of practical classes and problem	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The following training activities will be carried out:

Presentation of the practical project (to be carried out by the student) and its premises.

Brief introduction of specific aspects of the project and practical work of the student.

Deepening the knowledge of the program that has been used.

Individual and group tutoring to solve doubts in the development of the interactive project.



EVALUATION

50% of the mark. Continuous evaluation of the process of realisation of the project taking into account the regular attendance and the work carried out daily.

50% of the mark. Final evaluation of the finished project.

REFERENCES

Basic

- Riquelme, Ingrid. Desarrollo de proyectos interactivos. Consultar en http://www.astraph.com/udl/biblioteca/antologias/desarrollo_de%20proyectos_interactivos.pdf
- Paniagua, Antonio. Diseño interactivo y multimedia con flash. Editorial Anaya. Madrid, 2011.
- Orihuela, Jose Luis y Santos, Maria Luisa. Introducción al diseño digital. Concepción y desarrollo de proyectos de comunicación interactiva. Anaya Multimedia. Madrid, 2000.

Additional

- Nielsen, Jakob / Tahir, Marie (2002). Usabilidad de páginas de inicio: Análisis de 50 sitios web. Ed. Alhambra-Longman
- Galer, M. y Horvat, L. La imagen digital. Editorial Anaya Multimedia. 2006.
- Li, Z.N. y Drew, M.S. Fundamentals of multimedia. Editorial Prentice Hall. 2004.