VNIVERSITAT Ġ ĐVALÈNCIA

COURSE DATA

Data Subject	
Code	34851
Name	Design of interactive projects
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)			
Degree	**Center**	**Acad. year**	**Period**
1407 - Degree in Multimedia Engineering	School of Engineering	2	First term

Subject-matter		
Degree	**Subject-matter**	**Character**
1407 - Degree in Multimedia Engineering	16 - Diseño de Proyectos Interáctivos	Obligatory

Coordination	
Name	**Department**
HUGUET CLEMENTE, MARIA CARMEN	340 - Language Theory and Communication Sciences
RUIZ CANTERO, JORGE JAVIER	340 - Language Theory and Communication Sciences
VALADEZ SAUCEDO, ELISABETH MARIA	340 - Language Theory and Communication Sciences

SUMMARY

Interactive Design Project. Multimedia Engineering. First Cycle. Compulsory course. 2 nd semester.

Interactive Design Project as a Media Laboratory theoretical and practical addresses the relationship between the information society and interactive digital communication in contemporary culture. The course brings together a cognitive map of the methodologies of analysis in interactive communication processes and structural relationships between technology and social communication.

This approach has an impact on theoretical and practical issues relating to the forms of interactive communication, digital visual culture, multimedia application formats, uses of communication technologies, social networks and the emergence of the Digital Content Industry. In this sense, the module is designed as a work of developing critical and theoretical perspectives that will enable the student to articulate innovative and creative expertise in digital interactive media.

Interactive Design Project focuses on the analysis of new media, communication and production in the information society. Within this interdisciplinary emphasis will be on issues related to social communication, the design of interactivity and digital formats in different stages of development. *Interactive Design Project* in context communication models and interactive narrative forms are that characterize the network society with its dimensions communicative, social, technological and cultural.

Consequently, *Interactive Design Project* provides the knowledge related ideation, creation narrative and interactive audiovisual content development. The Knowledge for the realization of audiovisual content applied to interactive digital communication will enable the student learning the procedures for project design, forms of production, distribution and technological resources planning. This raises a dynamic pedagogical work of *Teaching and Learning* based on ***the design of a prototype audiovisual project*** that allows the student through a participatory and creative acquisition management technologies and uses interactive tools. In this sense, the module is designed in line with the development of teaching theoretical foundations, the fundamentals and practical problem solving with case studies that enable students to develop relational skills and to be obtained in the course of other subjects first and second cycle.

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 prerequisites

OUTCOMES

1405 - Grado en Ingenieria Multimedia

- G1 - Be able to relate and structure information from different sources and to integrate ideas and knowledge. (RD1393/2007)

- G3 - Take into account the economic and social context in engineering solutions, be aware of diversity and multiculturalism and ensure sustainability and respect for human rights and equality between men and women.

- G5 - Be able to lead working groups properly, respect and appreciate the work of others, take into account the needs of the group and be available and accessible.

- I10 - e able to design and evaluate human-computer interfaces that ensure accessibility and usability of computer systems, services and applications.

- MM1 - Have knowledge and ability to understand essential facts, concepts, principles and theories related to multimedia systems including all the disciplines covered by these systems.

- MM2 - Be able to understand and manage the different technologies involved in multimedia systems, both from the point of view of hardware and electronics and of software.

- MM3 - Be able to implement methodologies, technologies, processes and tools for the professional development of multimedia products in a real context of use by applying the appropriate solutions for each environment.

- MM7 - Be able to apply the principles of audiovisual graphic design and communication to multimedia products.

- MM8 - Integrate knowledge of different multimedia technologies to create products that offer global solutions that are appropriate to each context.

- MM9 - Program correctly in the different specific languages of multimedia systems taking into account time and cost restrictions.

- MM11 - Have knowledge and ability to apply the different mechanisms and elements to create both linear and non-linear audiovisual stories according to different production formats, technologies and media.

- MM15 - Be able to respond professionally to the requirements at each step of a multimedia production process: show skills for preparing and understanding scripts and communication, graphic design for communication, management of streaming technology, web design and production and post-production processes.

- MM16 - Have theoretical and practical knowledge of the technologies applied to audiovisual media (photography, radio, sound, television, video, film and multimedia).

- MM21 - Communicate effectively, both in writing and verbally, knowledge, procedures, results and ideas related to ICT and specifically to multimedia, and know their socioeconomic impact.

- MM22 - Have knowledge and ability to understand essential facts, concepts, principles and theories related to multimedia and to the spectrum of reference disciplines.

- MM23 - Make proper use of theories, procedures and tools in the professional development of multimedia engineering in a real context (specification, design, implementation, deployment and evaluation of multimedia systems solutions).

LEARNING OUTCOMES

Interactive Project Design allows for the following *Learning Outcomes*:

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

2. Ability to integrate into working groups and work in multidisciplinary settings, being able to communicate well with professionals in all areas.

3. Properly implement the methodologies, technologies, processes 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 perform projects related to multimedia products using the methodologies of engineering, human resources management and economics.

5. Being able to professionally respond to the demands of each step in a process of multimedia production: garment showing skills / understanding and communication scripts, graphic design for communication, management of streaming technology, web design and production processes and post-production.

6. Theoretical and practical knowledge of the technologies applied to audio-visual media (photography, radio, sound, television, video, film, and multimedia), including the ability to use in the construction and manipulation of the various products which covers the area audiovisual communication.

To complement the learning outcomes, *Interactive Project Design* also to acquire the following *skills and social skills*:

SKILLS TO PURCHASE:
• Ability to create and ideation of interactive audiovisual products.

• Development of audiovisual production expertise in social networks and networking within the organizational structures in the audiovisual field.

• Management of the practical tools for the articulation of practical projects.
• Define research themes or creating innovative and communicative staff.

• Apply the techniques and processes of production and dissemination of audiovisual content in digital networks.

• Exhibition, public expression and public defense of the practical project and the very process of individual and group learning.

- Respect ethics and professional ethics.

SOCIAL SKILLS:

• Group work, dynamic participatory and collaborative.
• Ability creative, dialogic, communication and expressive.
• Acceptance and / or reasoned rebuttal of the critical assessments publicly expressed by others.

DESCRIPTION OF CONTENTS

1. Communication and Digital digital culture.

2. Graphic design

3. Design and content creation: video

4. Design and content creation: audio

5. Design of an interactive project

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Laboratory practices	20,00	100
Classroom practices	15,00	100
Development of group work	5,00	0
Development of individual work	5,00	0
Study and independent work	10,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	5,00	0
Resolution of case studies	5,00	0
TOTAL	**110,00**	

TEACHING METHODOLOGY

The development of this area *Interactive Project Design* include the following training activities and their distribution will adhere to the percentages reflected below:

1. Activities of a face which corresponds to 40% of the time and refers to:

1. 1. Lecture: mainly focused on the general introduction to the subject and methodological dimensions needed to be applied in the development of each of the subjects in order to:

- Provide an overview of the content, competencies and skills to be acquired and the acquisition of conceptual boundaries most relevant and necessary;

- Provide appropriate guidance regarding the treatment of the proposed texts for individual reading, critical analysis and study them;

- Check the guidelines for practical work as it affects the methodology and techniques for finding and specific professional skills.

1. 2. Individual and group tutoring in order to perform queries, provide directions and answer questions of theoretical and methodological respect to the subject in general and specific aspects of different subjects.

2. Autonomous activities which correspond to 60% of the time and refers to:

2. 1. Consultation and review of the literature by the students.

2. 2. Preparation, individual or group exhibition in the classroom following the guidelines the teacher to check off the various stages of production and creation.

2.3. Development of the different phases of practical work.

2.4. Specific preparation of the final test.

The meetings of the *Interactive Project Design* course all of nature in person, will be held on the basis of theoretical exposition and practical application. Group dynamics and collaborative work will be generated by case studies and using creative methodologies in a laboratory environment of digital content. The subject Project Design Interactive participatory learning methodologies used individually and in groups. For its development: classes, group work in class presentations of experiences, problem-based learning, project ideation and practical classes.

In the event of a closure of the facilities due to the health situation, and if that affects the classes of the subject, in whole or in part, they will be replaced by classes where physical attendance will be replaced by asynchronous or synchronous classes online through of previously prepared material and for activities that the student can carry out online and that the teacher can score from the continuous evaluation.

EVALUATION

Evaluation system *Interactive Design Project* will be related to:

1. Objective test, consisting of one or more tests that consist of both theoretical and practical issues and problems: 40%

2. Assessment of practical activities from the preparation of papers / reports and / or oral presentations: 50%

3. Continuous assessment of each student based on participation and involvement of the students in the teaching-learning process, taking into account regular attendance provided onsite activities and resolving issues and problems proposed: 10%

In relation to the final (2) be obtained with the defense of the project that have been implemented ideation content using interactive audiovisual technologies. Applying the theoretical and practical elements learned during the course. Overcoming the subject by the student requires two linked academic requirements: (1) regular attendance at classes taught as well as participation in class, (2) preparing a final draft.

This work is based on a task of ideation and design contents for WebTelevisión format, documenting and argumentative from the general agenda. The final work, in short, will develop one of the issues have been addressed within the sections and subsections raised in the general program of the course. The theme of the work will be freely chosen by each group of students.

The groups will be formed at the beginning of the course and develop their work from the dynamics of communication media creation.

In the event of a closure of the facilities due to the health situation, and if that affects the classes of the subject, in whole or in part, they will be replaced by classes where physical attendance will be replaced by asynchronous or synchronous classes online through of previously prepared material and for activities that the student can carry out online and that the teacher can score from the continuous evaluation.

In any case, the evaluation of this subject will be done in compliance with the University Regulations in this regard, approved by the Governing Council on 30th May 2017 (ACGUV 108/2017)

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Basic

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ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

If it is required by the sanitary situation, the Academic Committee of the Degree will approve the Teaching Model of the Degree and its adaption to each subject, establishing the specific conditions in which it will be developed, taking into account the actual enrolment data and the space availability.