

DISSENY D'INTERFICIE I INTERACCIO DIGITAL

Salvador Huertas Vidal

Supervising Teacher: Salvador Huertas Vidal

Group: 1

Code: 105731

Credits: 6 ECTS

Course:

Semester: 2

Typology: Optative

Subject: Design Processes

Schedules:

Group	Schedules	Teacher
1	Dijous 12:00 - 15:00	Salvador Huertas Vidal

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Subject Presentation

Brief Description:

The increase in mobile device users and the use of digital applications (SmartPhone App, SmartTV, home and car automation, etc.) opens up a market that requires new specialists in interface design who bring together technical and functional knowledge for this environment.

A dual profile of designer is required. Those who are only 'print', who only transfer solutions from the printed medium to the digital, will not be valid, nor will those who are computer scientists, who despite having programming knowledge do not know the visual reading or communication resources necessary to develop a good user experience (UX-IX) in interactive products.

For this reason, it is necessary for graphic designers to be permeable to new information media, understanding them and facing the technological innovations they entail, based on a real understanding of the possibilities that these digital channels offer.

The quantity, speed and type of information have been directly affected by the technological advancement of smart devices (smartphones and tablets), opening up new professional opportunities for designers and even the possibility of creating their own business or startup.

Training Objectives:

This course aims to provide students with the necessary skills to adapt their knowledge of graphic design and communication to the digital environment and to the creation and development of projects on their main devices (smartphone and tablet), as well as new interfaces for Smart TV, wearables or latest generation household appliances (Home Automation and IoT).

Throughout the program, students will be trained in the creation, for iOS and Android, of Apps and interactive products for new media, both from the point of view of design (creation of identity and art direction) and from the user experience (navigation, usability, prototyping) or development platforms and communities where programming content is shared.

At the end of the course, the student will have the knowledge required to understand each format and the possibilities it offers. They will design, configure and implement Apps taking into account not only the support, but also the type of content.

Recommendations

It is essential to have knowledge of FIGMA.

It is recommended to have AfterEffects settings.

Contents and Methodology

Brief Description:

The subject will have a dual nature where theoretical sessions will alternate with workshop sessions. The syllabus is made up of classes where we will analyze the new variables and the impact they have on the user experience and interface experience, and others where we will discuss computer production and the development of an autonomous project.

BLOCK 1: DEFINE + NAMING + BRANDING

Problem Statement Definition of the keys to the need for work design.
Documentation Benchmarking + Search for references of concepts
Naming Proposed name for the App
Branding Creation of identity keys Splash, Logo, color code, image art direction

BLOCK 2: ARCHITECTURE + WIREFRAMING

Navigation Architecture
User: Sign-in/Log-in Viewing the App access area
Main Wireframes Definition of the key functionalities of the App, TAP BAR
Bridge Navigation Visualization of the different types of navigation. Direct vs. return
Navigation Structure View Ease of viewing the various functionalities of the App. Infographic design
wireframes
Wireframe Structure Structuring of actions and Creation of the deployment of the App's views.
Identity Function Zones Definition and systematization of the various view categories of the App
Animation Definition and relevance of interaction types

BLOCK 3: Design & prototyping

Main Wireframes + Look&feel Identification of the App's areas
Visual Interaction Support Visualization of functions in buttons, colors, view transitions,...
Iconography Visualization of functions in icons (based on look&feel)
Prototyping & UX Creation of prototyping with Sketch and animation of the UX in Invision.

BLOCK 4: UX-IX video (Invision/Figma)

Problem Statement Visualization of the keys to the App design need
UX Navigation Visualization of the various functionalities of the App in a reasonable navigation path
IX Design Visualization of design keys for each area/functionality of the App

Teaching methodology:

The explanation of technical procedures will be combined with the performance of practical exercises that solidify the essence of each work platform.

During the course of the semester, classes on navigability and usability analysis, computer production, will alternate, along with supervised work and consultation classes (individual and collective).

Each topic addressed will be supported with a practical exercise and case study as an example of application.

The following scheme will be followed:

1. Contextualization of the work environment. Documentation and analysis of the specificities of the environment. (case study)
2. Theoretical explanation of production tools. Practical exercises for the assimilation of concepts.
3. Autonomous project with tutored control sessions.

Training activities:

Naming & Naming 20%

Define + Naming + Branding: Problem Statement; Documentation; Naming; Branding

Architecture + Wireframing 30%

Navigation Architecture: User: Sign-in/Log-in; Main Wireframes; Bridge Navigation; Navigation Structure View

Wireframes: Wireframe Structure; Identity Function Zones; Animation

Design & Prototyping 20%

App Design: Main Wireframes + Look&feel; Visual Interaction Support; iconography

UX-IX Video (Invision) 30%

Problem Statement; UX Navigation; IX Design

Evaluation

General evaluation regulations

A student will be considered "Not Assessable" (NA) if they have not submitted all the learning evidences or have not attended 80% of the classes without justifying their absences. In case of a justified absence, the student must contact the teacher at the time of rejoining to determine the recovery of the activities they missed.

If the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, that evaluation act will be graded with 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the evaluation acts of the same subject, the final grade for that subject will be 0.

Continuous evaluation system

The evaluation system of EINA and UAB is a continuous assessment system, the objective of which is for the student to know their academic progress throughout their educational process to allow them to improve it.

The continuous assessment process must include a minimum of three evaluative activities, of two different types, distributed throughout the course, none of which can represent more than 50% of the final grade.

The evaluation will be carried out continuously and the student's progress will be assessed based on the exercises submitted throughout the course. To be entitled to the final grade, all the exercises assigned during the course must have been submitted.

Class attendance and punctuality are important for the smooth functioning of the teaching dynamics and will be taken into consideration when making the final assessment.

Participation and monitoring of planned activities within the classroom will be encouraged. Review of partial submissions (follow-up tutorials) along with attendance at sessions.

Review process

If a review is necessary, a meeting with the professor will be required after sending an email. The evaluation criteria will be assessed jointly with the student.

Learning outcomes of the subject

Knowledge

Identify the similarities and differences between a design project and other comparable projects within the current market context. (KT01)

Skills

Apply graphic and typographic criteria and resources specific to audiovisual and digital media in the development of design projects intended for on-screen delivery. (ST06)

Demonstrate mastery of basic infographic resources to present the sectors and frameworks of action relevant to the project. (ST06)

Apply typographic and layout resources adapted to the reading, communicative, and expressive functions of a design project in different contexts. (ST07)

Integrate concepts and procedures from different professional design sectors in the development of comprehensive design projects. (ST09)

Apply research and evaluation methodologies specific to the professional design sector targeted by the project. (ST10)

Conduct a preliminary analysis prior to project development, identifying the characteristics of the professional design sector and incorporating gender and diversity criteria into the study of the context and stakeholders. (ST02)

Learning outcomes of the degree program

Knowledge

Categorise technologies and production processes, along with their respective costs, in relation to the conceptualisation and formalisation of design projects, while ensuring rigour and quality in finishes and details.

Reference essential knowledge of the sciences and auxiliary disciplines of design, such as anthropometry, ergonomics, visual communication, evaluation methods, marketing, and prospecting.

Describe the legal framework and the ethical and deontological values of the design profession, along with the contexts and agents that apply them, with

Skills

Identify design problems through the analysis of objects, graphic communication elements, and

spaces, from a perspective rooted in contemporaneity, universal accessibility, and equal opportunities.

Apply plastic expression skills and knowledge of materials and production technologies in accordance with the objectives of a design project.

Propose design solutions (or solutions in related areas) clearly and precisely, using appropriate vocabulary and techniques of expression and representation.

Graphically represent spaces, volumes, planes, and surfaces using the characteristic techniques of design.

Use digital tools and technologies according to creative and production processes in the field of design

Structure visual information hierarchically and apply typographic families and font architecture appropriately.

Adapt visual languages, media, and artistic techniques to the communicative goals of each design project.

Make value judgments about design projects by interpreting data and justifying critical analysis using knowledge of graphic communication, space, objects, and reference texts.

Conduct research with a critical spirit in the field of design and related disciplines, considering innovation, experimentation, and the ongoing renewal of the cultural industries, while promoting equality and democratic values.

Synthesize knowledge from diverse sources—studies, fieldwork, literature, direct observation, or practical experience—in the field of design and related disciplines within the cultural industries.

Evaluate the social, economic, environmental, and technological feasibility of a design project, incorporating gender and diversity perspectives, and ensuring respect for sustainability, democratic values, and fundamental rights.

Competencies

Propose creative, socially and environmentally sustainable design solutions, aligned with the Sustainable Development Goals (SDGs).

Manage the development of design projects—individually or in teams—with adaptability, within the organisational context of companies and institutions.

Manage design-related tasks autonomously, planning and organising time and processes in professional and/or academic settings.

Apply acquired knowledge to the execution of design and art projects with professional standards, considering user and audience diversity.

Produce academic and professional reports related to design, the arts, and their supporting disciplines.

Bibliography and Resources

<http://www.theverge.com/>
<https://techcrunch.com/>
<https://www.engadget.com/>
<https://www.smashingmagazine.com/>
<https://www.designernews.co/>
<http://usepanda.com/>
<https://muz.li/>

Inspiration

<http://www.awwwards.com/>
<https://thefwa.com/>
<http://collectui.com/>
<http://pttrns.com/>
<http://dribbble.com>

Technical information, manuals

<https://developer.apple.com/ios/human-interface-guidelines/>
<https://developer.android.com/design/index.html>
<https://play.google.com/store/apps>
<https://itunes.apple.com/us/genre/ios/id36?mt=8>

Product

<https://www.kickstarter.com/>
<https://www.producthunt.com/>