Eina Centre Universitari
Fundació Eina
Disseny Art Barcelona

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DISSENY WEB

Josep Ortega Caparros, Andres Pe?uela Betancur

Supervising Teacher: Andres Pe?uela Betancur

Group: 1

Code: 105736

Credits: 6 ECTS

Course: 3

Semester: 2

Typology: Obligatory

Subject: Applied Computing

Schedules:

Group	Schedules	Teacher

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Subject Presentation

Brief Description:

In an increasingly digital world, it is essential to constantly stay up to date on new ways to reach the millions of users who are within our reach, just a click or touch of the screens. Since the arrival of the Internet more than three decades ago, and with practically permanent access to the network by the vast majority of users worldwide, designers must master and adapt to new ways of expression and work that never stop evolving.

In the 21st century, designing with and for technology has become essential for any designer, as well as for other disciplines and solutions offered by design. The discipline of web design offers us the opportunity to take our creativity to unimaginable levels thanks to technology, seeing each technological advance as both a creative and business opportunity.

By working on the fundamentals of digital design and by considering the projects that will be developed throughout this course, concepts such as defining content architecture, wireframe design, design interface (UI), user experience (UX), responsive web design and usability will soon be incorporated into our professional vocabulary.

Training Objectives:

The educational objectives of the web design subject are the following:

1. Understand the fundamentals of web design: Students should gain a solid understanding of the fundamental principles and elements of web design, such as typography, color, composition, and visual hierarchy. You should understand how these elements apply in the context of the web and how they affect the user experience.

2. Master web design tools and technologies: Students should become familiar with the tools and technologies used in web design, such as Figma. They should be able to use these tools effectively to create websites.

3. Design attractive and functional user interfaces: Students should learn to design intuitive and attractive user interfaces that meet the needs and expectations of users. They should be able to create wireframes and prototypes, and apply usability and accessibility principles in the design of web interfaces.

4. Optimize performance and loading speed: Students should learn optimization techniques such as image compression, file minification, and efficient resource usage to ensure websites are fast and efficient.

5. Apply responsive design concepts: Students should understand the importance of responsive web design and be able to create websites that adapt and function correctly on different devices and screen sizes. They should master responsive design and development techniques, such as the use of half queries and grids.

6. Integrate multimedia and interactive content: Students should learn how to effectively incorporate multimedia content, such as images, videos, and audio, into websites. They should also be able to implement interactive elements, such as forms and animations, to enhance the user experience.

7. Understand the concepts of SEO and search engine optimization: Students must acquire basic knowledge of SEO (Search Engine Optimization) and learn to apply optimization techniques to improve the visibility and positioning of websites in search engines.

8. Teamwork and managing web design projects: Students should develop teamwork skills and learn to collaborate with other designers, developers, and related professionals to carry out web design projects. They should understand project management processes, including planning, organization, and effective communication.

These training objectives seek to provide students with the knowledge and skills necessary to design and develop attractive, functional and efficient websites, taking into account best practices and the latest trends in the field of web design.

Recommendations

It is suggested to have completed one of the following subjects before taking this one:

- User and interaction
- Computer resources for text and images
- Audiovisual resources for design
- Motion graphics
- App design

It is not essential to have programming knowledge or HTML and/or CSS code.
It is recommended to have basic knowledge of Figma.

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Contents and Methodology

Brief Description:

The subject will be developed in a dual approach combining theoretical sessions and practical workshop-type sessions.

The syllabus will consist of classes where we will analyze the new variables and their impact on the user experience and interface, as well as other classes focused on the digital graphic production of various web projects.

BLOCK 1: INTRODUCTION TO WEB DESIGN
- Introduction to Web Design.
- Current overview and references.
– Technology and work methodologies.
- Figma as a work tool.

BLOCK 2: USER EXPERIENCE
- User experience.
- UX Research: surveys and definition of User Personas
– Information architecture and navigation flows.
- Wireframing: design of base structures for the different screens of the project in responsive format.
- Low-level prototyping.

BLOCK 3: DIGITAL GRAPHIC IDENTITY
- Identity design for the digital sphere.
- Atomic Design.
– Design systems.

BLOCK 4: USER INTERFACE
- Fundamentals of interaction design.
- Responsive web design.
- Advanced prototyping.

Teaching methodology:

There will be a combination of explanation of technical procedures with the completion of practical exercises to consolidate the understanding of each block of work.

Throughout the semester, classes dedicated to usability analysis, graphic production, supervised work sessions and consultations, both individual and group, will alternate. Each topic covered will be

supported by practical exercises and case studies that exemplify its application.

The following scheme will be followed:

1. Contextualization of the work environment: Documentation and analysis of the specific characteristics of the environment. (Case study)
2. Theoretical explanation of production tools: A theoretical explanation of the tools used in the production process will be provided. Subsequently, practical exercises will be carried out to consolidate the concepts learned.
3. Projects with supervised tutored control sessions: Students will work on different projects that will be supervised in tutoring sessions.

In this way, it seeks to combine theory and practice to provide students with a solid understanding of the concepts and skills necessary in the specific work environment.

Training activities:

The evaluation will be carried out continuously, taking into account the student's progress based on the exercises submitted throughout the course. To obtain the final grade, all the exercises proposed during the course must be submitted.

Class attendance and punctuality are important aspects for the proper development of teaching dynamics and will be taken into account in the final evaluation.

Different exercises will be given that will be evaluated with the following percentages:

Group work 1 (40% of the total final grade)

- Concept (10%)
- Architecture (10%)
- Mobile wireframes (15%)
- Desktop wireframes (15%)
- Mobile design (20%)
- Desktop design (20%)
- Prototypes (10%)

Group work 2 (60% of the total final grade)

- Concept (5%)
- UX research (5%)
- Architecture (10%)
- Mobile wireframes (10%)
- Desktop wireframes (10%)
- Identity (10%)
- Design System (10%)
- Mobile design and prototype (20%)
- Desktop design and prototype (20%)

Participation and follow-up in classroom activities will be assessed, as well as the review of partial assignments during follow-up tutorials. Attendance at sessions must also be taken into account.

In this way, both the performance in the exercises delivered and the involvement and active monitoring in the activities and tutorials will be evaluated, with the aim of obtaining a comprehensive evaluation of the student.

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, assessing the student's progress based on the exercises submitted throughout the course. It will be required to submit all the proposed exercises to be entitled to the final grade.

Class attendance and punctuality are important aspects for the correct development of the educational dynamics and will be considered in the final evaluation.

Participation and follow-up in planned classroom activities will be assessed. In addition, partial assignments will be reviewed through follow-up tutorials, along with taking into account attendance at sessions.

In this way, the student's performance will be evaluated continuously, taking into account participation, monitoring and submission of the proposed exercises, as well as attendance and punctuality in class.

The final grade will be the average of the different assignments completed (individual – 60% and group – 40%).

Review process

The review can be requested from the teaching staff and will be carried out according to the school

calendar.

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Learning outcomes of the degree program

Knowledge

Respond to global issues related to the fields of design and art, cultural industries, their institutional environments, and the agents involved.

Skills

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

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.

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.

Competencies

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.

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Bibliography and Resources

Current events

http://www.theverge.com/

https://techcrunch.com/

https://www.engadget.com/

https://www.smashingmagazine.com/

https://uifrommars.com/

Inspiration

http://www.awwwards.com/

https://thefwa.com/

http://collectui.com/

http://dribbble.com

http://mobbin.com

Product

https://www.kickstarter.com/

https://www.producthunt.com/

Tools

https://www.figma.com

https://www.youtube.com/channel/UCQsVmhSa4X-G3lHlUtejzLA