



ACADEMIC PROGRAM

COMMUNICATION AND PRESENTATION SKILLS

B.F.A. IN INTERACTIVE PRODUCT DESIGN

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

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|----------------------------|---|
| Name of the course: | Communication and Presentation Skills |
| Degree : | Interactive Product Design |
| Location: | Centro Universitario de Tecnología y Arte Digital |
| Modulo: | Transversal Knowledge |
| Area: | Soft Skills |
| Year: | 1º |
| Teaching period: | 1º |
| Type: | B |
| ECTS credits: | 6 |
| Teaching modality: | On campus |
| Language: | English |
| Lecturer / Email | Jose Manuel Tourne Alegre/jose.tourne@u-tad.com |
| Web page: | http://www.u-tad.com/ |

SUBJECT DESCRIPTION

Area description

This area refers to the study and practice of the set of communication techniques and skills. In the subjects that belong to this area, content related to philosophical foundations, knowledge of the environment, the philosophy of innovation, business ethics, design and social responsibility, sociology of communication, etc. will be covered in relation to the humanist and generalist orientation of the degree. In addition, the relationship of this knowledge with artistic development will be addressed.

Subject description

This subject belongs to the Transversal Knowledge module within the area of General Skills.

It is an indispensable subject in order to be able to present projects and develop discursive skills adequately, which is why it is of vital importance in the curriculum.

The subject is especially related to those more focused on the oral presentation of group work such as: "Game Theory" or "Game Design".

COMPETENCIES AND LEARNING OUTCOMES

Competencies

BASIC AND GENERAL

GC1 - Lifelong learning through self-study and continuous training.

GC2 - Knowing how to adapt to change and new situations with flexibility and versatility.

GC3 - Develop creativity and innovation and have the ability to present new resources, ideas and methods in order to subsequently turn them into actions.

GC4 - Exercise leadership and negotiation skills.

GC5 - Demonstrate initiative and entrepreneurial spirit.

GC6 - Demonstrate motivation for quality.

GC8 - Demonstrate the ability to work in a team.

GC9 - Be able to manage time effectively.

GC10 - Have the ability to work in an international context, as well as in diverse and multicultural environments.

GC11 - Manage basic skills for interpersonal relations.

GC12 - Express a critical and self-critical sense and the ability to analyse in order to evaluate different alternatives.

GC13 - Value the ethical sense of work.

GC14 - Know how to work in a team in multidisciplinary environments.

GC15 - Organisational and planning skills

GC16 - Express oneself correctly in oral and written form.

GC18 - Manage information appropriately.

GC19 - Know how to make decisions and solve problems in the professional field.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

TRANSVERSALS

CT1 - To deploy their knowledge, activities and values in cultural, sporting and social spheres.

CT2 - Show interest in acts of cooperation and civic solidarity.

SPECIFIC

SC1 - Know the language necessary to communicate and structure a coherent discourse in the field of sociology, philosophy and psychology in relation to the design of interactive products.

SC16 - Understand the processes of the elements involved in interactive artistic production.

SC22 - Understand and communicate clearly and effectively the guidelines for the development of a project.

SC26 - Understand and know how to thematise the relationships between Technology - Society - Culture, in relation to the design of interactive products.

SC27 - Recognising the philosophical, social and political implications of technological designs and innovations.

SC28 - Detect the implications of the ethical and legal limits of technological innovations.

Learning outcomes

Communicate effectively, both formally and informally, in the work environment

Communicate information, ideas, problems and solutions to both specialized and non-specialized audiences

Writing documents specific to their specialty.

To lead a work team motivating its components.

Use methods of problem solving in work teams

Use creative thinking techniques in the professional environment

Propose ideas that can be transformed into designs and developments

Analyze critically proposals related to game design

CONTENTS

- The process of persuasive communication
- Communication tools in digital environments
- Verbal and non-verbal communication.
- Effective Written Communication Techniques
- Presentation techniques
- Fundamentals of Communication Theory.
- Communication, thought and language.
- Peace and democratic values
- Cultural values of the 21st century

SUBJECT SYLLABUS

Theme 1. Introduction to communication

- 1.1. What is communication?
- 1.2. Skills and obstacles to communication.

Theme 2. Emotional aspects of communication

- 2.1. Emotions, signals and interpersonal distance.
- 2.2. Group communication.

Theme 3. The communication plan

- 3.1. Internal communication and the communication plan.
- 3.2 Phases of the communication plan.

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

| LEARNING ACTIVITIES | Total hours | Hours of presence |
|---|-------------|-------------------|
| <i>Theoretical classes</i> | 33,33 | 33,33 |
| <i>Seminars and workshops</i> | 5,00 | 5,00 |
| <i>Practical classes</i> | 20,00 | 20,00 |
| <i>Tutorials</i> | 3,33 | 3,33 |
| <i>Evaluation Activities</i> | 3,33 | 3,33 |
| <i>Group work and study</i> | 16,67 | 0,83 |
| <i>Autonomous and individual study and work</i> | 68,33 | 0,00 |
| TOTAL | 150 | 66 |

Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Cooperative learning

TEMPORAL DEVELOPMENT

Theme 1. Introduction to communication: 6 weeks

Theme 2. Emotional aspects of communication: 6 weeks

Theme 3. The communication plan: 3 weeks

EVALUATION SYSTEM

| ASSESSMENT SYSTEM | MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%) | MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%) |
|--|---|---|
| <i>Assessment of participation in class, exercises or projects of the course</i> | 10 | 30 |
| <i>Assessment of assignments, projects, reports, memos</i> | 30 | 60 |
| <i>Objective test</i> | 30 | 70 |

GRADING CRITERIA

| ASSESSMENT SYSTEM | ORDINARY EVALUATION | EXTRAORDINARY EVALUATION |
|--|---------------------|--------------------------|
| <i>Assessment of participation in class, exercises or projects of the course</i> | 10 | 10 |
| <i>Assessment of assignments, projects, reports, memos</i> | 40 | 40 |
| <i>Objective test</i> | 50 | 50 |

General comments on the evaluations/assessments

- The exam and the Presentation are compulsory, and must be passed with at least a 4 to pass the course.
- The average mark for all assessment elements must be at least 5.
- The evaluation percentages of Ordinary will be maintained in the Extraordinary call.
- Any detection of plagiarism, copying or use of bad practices (such as the use of AIs) in a paper or exam will imply the failure of this work with a zero, the report to the faculty and academic coordinator and the application of the current regulations, which can lead to very serious penalties for the student.
- The use of Smartwatches or cell phones is not allowed during exams. Such devices will have to be put away and out of the student's sight during the exam. The use of cell phones is not allowed during classes.

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

Abozzi, P. (1998). Hablar bien en público. Barcelona: Martínez Roca.

Antunes, C A. (2002). El desarrollo de la personalidad y la inteligencia emocional. Barcelona. Gedisa.

Berckhan, B. (2004). Cómo defenderse de los ataques verbales. Barcelona: RBA.

Recommended references

Barato, J. (2013). Los Hábitos de un Director de Proyectos Eficaz. Madrid: Díaz de Santos.

Borrell, F. (2001). Comunicar bien para dirigir mejor. La comunicación como forma de ilusionar (2ª edición). Barcelona: Gestión 2000.

Goleman, D. - Boyatzis, R. - McKee, A. (2019). El líder resonante crea más. Barcelona: Biblioteca de Bolsillo.

Losada, J. C. (2015). Comunicación en la gestión de crisis. Lecciones prácticas. Barcelona: UOC.

Sebastián, C. (2000). La comunicación emocional. Madrid: Prentice Hall. Taylor, J. (2002). La comunicación en el trabajo. Barcelona: Gedisa.

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom

Projection equipment and whiteboard

Materials:

Laptop computer

Webcam

Microphone

Paper and pen

Software:

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