



ACADEMIC PROGRAM

GRAPHIC DESIGN FOR INTERFACES AND USER EXPERIENCE

B.F.A. IN INTERACTIVE PRODUCT DESIGN

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

Name of the course:	Graphic Design for interfaces and User Experience
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Ideation and Concept Design
Area:	Audiovisual Production and Development
Year:	2º
Teaching period:	2º
Type:	B
ECTS credits:	6
Teaching modality:	On campus
Language:	English
Lecturer / Email	0
Web page:	http://www.u-tad.com/

SUBJECT DESCRIPTION

Area description

This subject belongs to the module of Conceptual Design and Ideation and, within this, to the area of Audiovisual Production and Development.

This area refers to the study and practice of the set of fundamental artistic techniques of creation and their application to the digital environment, such as video games. In it, the student obtains diverse skills related to art, and acquires the necessary knowledge of digital tools that will allow them to use them.

Subject description

This subject belongs to the module of Conceptual Design and Ideation and within this to the subject of Audiovisual Creation.

It is a subject based on applying creativity in the digital content environment, analysing the characteristics and needs of users in the humanistic environment as a fundamental element in the design of interactive products. And it is closely linked to the subjects "Perception and Visual Expression" and "Introduction to Game Design" and "Fundamentals of User Experience".

The subject of Graphic Design, Interface and User Experience provides competences and skills to use the knowledge of visual language to build basic designs and transform a concept or message into an interactive graphic manifestation.

COMPETENCIES AND LEARNING OUTCOMES

Competencies

BASIC AND GENERAL

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

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.

GC5 - Demonstrate initiative and entrepreneurial spirit.

GC6 - Demonstrate motivation for quality.

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.

SPECIFIC

SC5 - Understand the influence of sociology, philosophy and psychology in their correlation with the history of art, literature and games as a reference in the creative process.

SC8 - Evaluate the ethical, technical and creative implications of technology in the design of interactive products.

SC9 - Understand the principles of audiovisual narrative to develop discourses and stories applicable to interactive products.

SC10 - Knowing the techniques of artistic representation and design of 2D and 3D content.

SC11 - Apply creativity in the digital content environment.

SC14 - Apply the fundamentals of narrative to the development of interactive products.

SC15 - Analysing the characteristics and needs of users in the humanistic environment as a fundamental element in the design of interactive products.

SC17 - Apply the fundamentals of animation on computer-generated models.

SC18 - Apply theoretical and practical knowledge of product design for content development.

Learning outcomes

Transforming a concept or message into a graphic representation

Experiment with different drawing techniques

Use visual language knowledge to build basic designs

Transferring knowledge of the psychological and perceptual effects of light, colour, music and sound to game design

Use symbolism and iconography to convey information

Create coherent visual worlds

Identify the most appropriate geometry representation method for each type of shape or space

Differentiate and categorize the different processes that take place in the generation of graphs within the graphical pipeline model.

Develop insight into bi-dimensional and three-dimensional geometry.

CONTENTS

- Structural aspects of the image
- Typography
- Disposition
- Color and Composition
- Design and usability
- Interactivity and navigation
- Elements of visual language
- Graphic, visual and documentary information
- Fundamentals of visual perception
- Fundamentals of visual semiotics
- Types of visual products
- Visual rhetoric

SUBJECT SYLLABUS

SECTION 1: DESIGN and VISUAL COMPOSITION

Theme 1: Structural aspects of the image.

Visual language

Conceptual / visual elements

Relationship and/or layout elements

Tools and project management

Form and structure

Positive / Negative

Relationship of forms

Theme 2. On-screen typography: Typography and identity

Classification and selection

Organisation of text on screen

Text and hierarchy

Typographic appropriateness

Typographic resources.

Typography as a branding element

Theme 3. Composition and colour

Colour management and tools

The interaction of colour and legibility.

Palettes and colour management tools.

Branding and colour: logo, positioning and image.

Theme 4. Layout: Laws of composition

Laws and guidelines of composition

Balance and modular construction Hierarchy

Grid design

Presentation editing and layout

SECTION 2: CONCEPTUALISATION and INTERACTIVE STRUCTURING

Theme 0: Interface Development.

Vector-Bitmap Tools
 Element Design. WorkFlow
 Icons, Buttons and Menus
 I18n Adaptation/Accessibility
 Actions and Automations
 Authors, Genres and Styles.
 Screen Flow and Animation

Theme 1: Interface Design and Interaction.

Menus and Data Visualisation
 Infographics and Information Theory.
 Information Architecture.
 Data vs. Visual Experience.
 Cognitive Load: Mental Maps and Rhythms.
 Interface Usability Attributes.
 Usability, Learning and Environment.

Theme 2: Interface Typology and Design.

Definition and General Interface Typology
 Interface in Videogames
 Interface Design: General Considerations
 Laws of Interaction UX Design
 Tactile Devices: Size, Location, Orientation
 Interaction Analysis

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
<i>Theoretical classes</i>	30,00	30,00
<i>Seminars and workshops</i>	3,33	3,33
<i>Practical classes</i>	20,67	20,67

<i>Tutorials</i>	4,00	4,00
<i>Evaluation Activities</i>	6,00	6,00
<i>Group work and study</i>	17,67	0,88
<i>Autonomous and individual study and work</i>	68,33	0,00
TOTAL	150	65

Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Problem-based learning

Cooperative learning

TEMPORAL DEVELOPMENT

Theme 1 Structural aspects of the image: 2 weeks

Theme 2 Screen typography: Typography and identity: 2 weeks

Theme 3 Composition and colour: 1 weeks

Theme 4 Layout: Laws of composition: 2 weeks

Theme 0 Interface Development: 2 weeks

Theme 1 Interface Design and Interaction: 3 weeks

Theme 2 Interface Typology and Design: 3 weeks

EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
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<i>Assessment of participation in class, exercises or projects of the course</i>	10	30
<i>Assessment of assignments, projects, reports, memos</i>	35	70
<i>Objective test</i>	30	60

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>	50	50
<i>Objective test</i>	40	40

General comments on the evaluations/assessments

- Ordinary call:
 - The student must hand in all the assignments in order to obtain a grade point average.
 - The marks for the work done during the course will account for 50% of the final mark.
 - The final exam will account for 40% of the final grade.
 - Both parts (assignments and exam) must have a grade higher than 5 in order to pass the course.
 - All the activities can be handed in after the deadline for each one, which will be indicated sufficiently in advance by the teacher. However, any of them that are submitted for the first time after the deadline will not be eligible for a grade higher than a pass mark (5) in any case.
- Extraordinary call:
 - In case of requiring an extraordinary call, the student must present the failed activities and pass the final exam, being the valuation with respect to the final grade of each activity the same as for the ordinary call.
 - Both parts (assignments and exam) must have a grade higher than 5 in order to pass the course.
 - The marks of the exams and activities passed in the ordinary call will be kept until the extraordinary call.

- “Any detection of plagiarism, copying or use of malpractice (such as the use of AIs) in a paper or exam will result in the failure of that paper with a zero, a 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 mobile phones is not permitted during the exams. These devices must be put away and out of sight during the exam.
- The use of mobile phones is not permitted during lessons.

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

Sección 1: Diseño y Composición Visual:

WUCIUS, Wong, Fundamentos del diseño, Barcelona, Colección GG Diseño, GG, 2012

LUPTON, Ellen, Tipografía en Pantalla, Colección GG Diseño, 2015

LEBORG, Christian, Gramática visual, Barcelona, GG, 2014

Sección 2: Conceptualización y Estructuración Interactiva:

D. SAUNDERS, Kevin y Novak, Saunders, Game Development Essentials: Game Interface Design. DelmarCengageLearning. 2013

Recommended references

Sección 1: Diseño y Composición Visual:

HOFMANN, Armin, Graphic Design Manual, Principles and practice, Zürich, Niggli AG, 2004

ELAM, Kymberly, Grid systems principles of organizing type, New York, Princeton Architectural press, 2004

ELAM, Kymberly, La geometría del diseño. Estudios sobre la proporción y la composición, Barcelona, GG, 2014

MULLER Brockmann, Josef, Sistemas de retículas, Un manual para diseñadores gráficos, Barcelona, Colección GG Diseño, GG, 2012

DONDIS, Donis A., La Sintaxis de la imagen, Introducción al alfabeto visual, Barcelona, Colección GG Diseño, GG, 2012

ALBERS, Josef, La interacción del color, Madrid, Alianza Editorial, 2003

POYNOR, Rick, No más normas – Diseño gráfico posmoderno, Barcelona, GG, 2003

SAMARA, Timothy, El diseñador como chef, Barcelona, GG, 2010.

Sección 2: Conceptualización y Estructuración Interactiva:

CAIRO. Alberto. El Arte Funcional. Alamut. 2011

HOOBER, Steven, Berkman, Eric. 2011. Designing Mobile Interfaces: Patterns for Interaction Design. O'Reilly Media.

JOHNSON, Jeff. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules. Elsevier. 2010.

KRUG, Steve. No me hagas pensar. Prentice hall. 2006

TIDWELL, Jenifer . Designing Interfaces: Patterns for Effective Interaction Design. O'Reilly Media. 2nd Edition

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom

Projector and whiteboard.

Materials:

Laptop computer.

Internet access.

Software:

Adobe Suite

Adobe Acrobat