



# **ACADEMIC PROGRAM**

## **END OF DEGREE PROJECT**

### **B.F.A. IN INTERACTIVE PRODUCT DESIGN**

***MODALITY: ON CAMPUS***

***ACADEMIC YEAR: 2023-2024***

Name of the course:	End of Degree Project
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	End of Degree Project
Area:	Trabajo Fin de Grado
Year:	4º
Teaching period:	1º y 2º
Type:	End of Degree Project/Master
ECTS credits:	9
Teaching modality:	On campus
Language:	English
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## SUBJECT DESCRIPTION

### Area description

The aim of this area of study is to give comprehensive expression to all the knowledge acquired throughout the degree course.

### Subject description

The Final Degree Project is an original project or report that combines all the basic skills and abilities of the Degree. It is oriented towards the search, management, organisation and relevant interpretation of the data necessary for the student's research, who will acquire the necessary methodology for the research and bibliographic documentation of the chosen topic.

This subject is essential to consolidate the competences acquired during the Bachelor's Degree as well as to acquire the necessary methodology for postgraduate studies and the doctoral thesis.

All designers of interactive products must know the study methodologies necessary to master the tools and means of the design process, especially recognising the problems associated with the technical needs and technological background that are at the basis of all innovation.

## 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.

GC7 - Show interest and sensitivity in environmental and social issues, as well as the ability to analyse the social dimension of the activity and corporate social responsibility.

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.

GC17 - Demonstrate the ability to analyse, synthesise and gather information from different sources.

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.

#### SPECIFIC

SC3 - Analyse the social and cultural aspects that favour the usability of interactive products.

SC4 - Analyze the needs and moral and ethical implications associated with the development and design that arise for the creators of interactive products.

SC6 - Apply the practical fundamentals of mathematics and physics to the creation of an interactive digital product.

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.

SC12 - Knowing the elements involved in the design of an interactive work in relation to the user.

SC13 - Applying basic knowledge of human-machine interaction to an interactive digital product.

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.

SC19 Understand the design principles that enable the use, accessibility and usability of interactive products and their philosophical implications.

SC20 - Knowing the determining factors of the consumer market of interactive products, taking into account the knowledge and respect for social and cultural environments.

SC21 - Understand the principles of design applied to multiple consumer devices.

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

#### **Learning outcomes**

To develop learning skills necessary to undertake further studies with a high degree of autonomy.

Collect and analyse information from a wide range of sources

To design the structure and planning of their own work.

Communicate in written, oral and gestural form.

Make decisions based on available information and acquired knowledge

Analyze and evaluate different alternatives for the same objective

## CONTENTS

- The aim of this module is to integrate in a global way the acquired knowledge throughout the Degree, through the elaboration of a project in the field of interactive product design. The work developed will be completed with a report and a defense in front of a university tribunal. The work must demonstrate the qualification of the graduate by means of the competencies acquired throughout the four years of studies. The student is thus placed before a learning scenario that allows him to build knowledge in an integrative way. They will be able to choose the topic to be addressed from different perspectives included in the degree modules or the applications of new technologies in the field of interactive digital content creation.

## SUBJECT SYLLABUS

Procedural information on the subject: application forms, preliminary project, compulsory deliverables, reference documents, specific TFG regulations, timetable of the course, etc.

Template and formal aspects for writing the TFG.

Methodology for collecting information, academic citation, research ethics, anti-plagiarism protocol, etc.

Development and tutoring of the Final Degree Project

## TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

### TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
<i>Theoretical / Expository classes</i>	15,00	15,00
<i>Tutorials</i>	20,00	20,00
<i>Evaluation Activities</i>	15,00	15,00
<i>Self-study and individual work</i>	175,00	0,00
<b>TOTAL</b>	225	50

## Teaching methodologies

Project-oriented learning

## TEMPORAL DEVELOPMENT

The Final Degree Project is an annual subject that will take place, in ordinary session, from September to April, and in extraordinary session, from September to July.

During this period, there will be several key moments:

-General tutorial by Degrees (September). Academic Coordination will inform students of the TFG regulations, calendar, tutor functions, calls, acts of defence and formal characteristics of the work, assessment criteria, etc.

-Tutor assignment process (September-October). The University will assign TFG tutors to undergraduate students, after gathering information on the specialities and lines of teaching and research of the lecturers, and the thematic interests of the students.

-First tutorials and compulsory deliveries. Students will meet with their assigned tutors to start the work and prepare the compulsory deliveries from October until the work is completed. The first compulsory delivery will be the Preliminary Project, which must be signed by the tutor. The second delivery will take place in February and will include the Objectives and Theoretical or Conceptual Framework, together with the Bibliography used.

-Defence in the ordinary call for papers (April). Students who wish to present their TFG in the ordinary call, must do so before their tutors, who will apply the evaluation rubric communicated to the students and will award a numerical grade. Those TFGs that obtain 5 or more marks will be APTOS for the defence. Only those TFGs that are APTOS will be able to go on to the defence before a panel of judges.

-Extraordinary call (July). Students NOT APTED or NOT PRESENTED in the ordinary call will pass to the extraordinary call. In this call there will be as many tutorials as necessary so that students can resubmit their work to their tutors. The procedure will be the same as in the ordinary exam.

-Students who are NOT APPROVED or NOT SUBMITTED in the extraordinary exam (except those who have already passed in the ordinary exam), will pass to the following year with the TFG pending.

## EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
<i>Evaluation of the Final Degree Project report</i>	100	100

## GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
<i>Evaluation of the Final Degree Project report</i>	40	40
<i>Public defence of the dissertation in front of the examining board.</i>	50	50
<i>Final Project tutor's report</i>	10	10

### General comments on the evaluations/assessments

During the TFG writing process there will be two compulsory deliveries:

- Delivery of the Preliminary Project.
- Submission of the Objectives and Theoretical Framework in February for students taking the ordinary call.

Failure to submit these two documents, or not attending the meetings with the tutor or not responding to their emails, may result in a FAIL.

In order to defend the TFG before the examining board, it is essential to receive a PASS grade from the tutor on the dates set out in the calendar.

The University will draw up assessment rubrics for the use of the tutor and the examining board. According to these rubrics, both the tutor and the examining board will evaluate different aspects of the student and the work at all times:

- 1.Attendance at tutorials and attitude towards the questions asked by the examining board.
2. Spelling and syntactic correctness of the written work.
3. Adequate presentation and minimum and maximum length required in the Regulations of the written work.
4. Quality of the figures, correctness in their reference and citation.
5. Percentage of copying below the allowed percentage.
6. Correct use of the citation, the software used and the AI tools allowed at each stage of the work.
7. Topic chosen and the way in which it was developed.
8. Relevance of the theoretical or practical work carried out.
9. Adequate bibliography in number and relevance and how to reference it.
10. Conclusions and future prospects.

### LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

#### Key references

ECO, Umberto. Cómo se hace una tesis, ed. Gedisa, 2001, ISBN 9788474328967.

BLAXTER, Loraine; HUGHES, Christina; TIGHT, Malcolm. Cómo se hace una investigación, ed. Gedisa, 2000, ISBN 9788474327261.

WALKER, Melissa. Cómo escribir trabajos de investigación, 2000, ISBN 9788474327243.

#### Recommended references

The recommended bibliography will depend on the specificity of each Final Degree Project.

## **REQUIRED MATERIALS, SOFTWARE AND TOOLS**

#### **Type of classroom**

The classroom is virtual in order to include all the documentation necessary to carry out the TFG, but all the actions (tutorials and group training, individualised tutorials, examining boards, etc.) are face-to-face.

#### **Materials:**

Laptop computer

#### **Software:**

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