

DEGREE IN INTERACTIVE PRODUCT DESIGN

Core Competencies

Students have demonstrated knowledge and understanding of an area of study that builds on the foundation of general secondary education and is usually at a level which, while relying on advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

Students can professionally apply their knowledge to their work or vocation and possess the competencies that are usually demonstrated through the problem-solving, development and defense of arguments and within their field of study.

Students are capable of compiling and interpreting relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific, or ethical issues.

Students can communicate information, ideas, problems, and solutions to both specialist and non-specialist audiences.

Students have developed the necessary learning skills to undertake further studies with a high degree of self-direction.

General Competencies

- Lifelong learning through self-study and continuous training.
- Knowing how to adapt to changes and new situations with flexibility and versatility.
- Developing a creative and innovative environment and possessing the ability to present resources, ideas, and innovative methods and then turn them into actions.
- Exercising leadership and negotiation skills.
- Demonstrating initiative and an entrepreneurial spirit.
- Showing commitment to quality.
- Showing interest and sensitivity to environmental and social issues, as well as possessing the ability to analyze the social aspects of business activity and corporate social responsibility.
- Demonstrating the ability to work in a team.
- Knowing how to manage time effectively.
- Possessing the ability to work in an international context, as well as in diverse and multicultural environments.
- Mastering basic interpersonal relationships skills.
- • Expressing critical/self-critical thinking and the analytical capacity to evaluate alternatives.
- Valuing ethics at work.
- Working in multidisciplinary environments.
- Having organization and planning skills.

- Proper expression, both orally and written.
- Demonstrating the ability to analyze, synthesize, and gather information from a variety of sources.
- Managing information properly.
- Knowing how to make decisions and solve problems in a business environment.

Transversal Competences

Applying their knowledge, activities, and values in cultural, sporting and social environments.

Showing interest in acts of cooperation and civic solidarity.

Specific Competences

- Knowing the language necessary to communicate and structure coherent discourse in the fields of sociology, philosophy, and psychology as it relates to the design of interactive products.
- Analyzing the social and cultural aspects that favor usability in interactive products.
- Analyzing the needs and the moral and ethical implications associated with the development and design of interactive products.
- Understanding the influence of sociology, philosophy, and psychology on the history of art, literature and games in relation to the creative process.
- Applying the fundamentals of mathematics and physics to the creation of a digital interactive product.
- Knowing the fundamentals of using computers and programming interactive product development tools.
- Assessing the ethical, technical, and creative implications of technology in the design of interactive products.
- Understanding the principles of audiovisual narrative to develop narratives and stories applicable to interactive products.
- Knowing the techniques of 2D and 3D artistic representation and design.
- Applying creativity in the digital content environment.
- Knowing the elements involved in user-centric design of an interactive work.
- Applying basic knowledge of human-machine interaction to digital interactive products.
- Applying the fundamentals of storytelling to the development of interactive products.
- Analyzing the characteristics and needs of users in a humanistic environment as a fundamental element in the design of interactive products.

- Understanding the key elemental processes involved in an interactive artistic production.
- Applying the fundamentals of animation to computer generated models.
- Applying theoretical and practical knowledge of product design to content development.