

## **DEGREE IN INTERACTIVE PRODUCT DESIGN**

### **Core Competences**

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 which 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 studies with a high degree of autonomy.

### **General Competences**

GC1 - Lifelong learning through self-study and lifelong learning.

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 and then turn them into actions.

GC4 - Exercising 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.

GC8 - Demonstrate the ability to work in a team.

GC9 - Knowing how 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 - Valuing a sense of work ethics.

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

GC15 - Having the ability to organise and plan.

GC16 - Be able to express oneself correctly orally and in writing.

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.

## **Transversal Competences**

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

TC2 - Show interest in acts of cooperation and civic solidarity.

## **Specific Competences**

SC1 - Knowing 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.

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

SC4 - Analyse the needs and the moral and ethical implications associated with the development and design of interactive products.

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.

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

SC7 - Knowing the practical fundamentals of the use and programming of computers and interactive product development tools.

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 - Analyse the characteristics and needs of users in the humanistic environment. As a fundamental element in the design of interactive products.

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

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

SC18 - Apply theoretical and practical knowledge of product design to 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 for interactive products. Taking into account knowledge of and respect for social and cultural environments.

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

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

SC23 - Understand the relevant aspects of the digital society in the context of sociology, philosophy, psychology, ethics, moral values and aspects related to knowledge, which affect the creation, publication and distribution of interactive products.

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.