



IDENTIFYING DATA

Design and Development of Interactive Products

Subject	Design and Development of Interactive Products			
Code	P04G071V01210			
Study programme	Grado en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	2nd
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Legerén Lago, Beatriz			
Lecturers	Legerén Lago, Beatriz			
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Web				

General description (*)Desde os seus inicios, a multimedia, asociouse con xogos, entretemento, lecer en xeral. Sempre supondo un alto custo para os usuarios. Hoxe en día e grazas aos avances da tecnoloxía, a multimedia abre o seu campo para adaptarse á vida diaria de todas as empresas, non só como un elemento diferenciador, senón útil e xerador de beneficios.

Os novos medios e os contidos para novos medios están a restar audiencia aos medios convencionais, a xente nova, pode decidir onde pasar o seu tempo libre vendo a tele ou navegando na rede. Pero deseñar contidos para os novos medios, é máis complexo que para os medios tradicionais. Xa que a audiencia convértese en usuario e a través da súa conexión pode demandar mais contidos, as diferentes horas e con diferentes características.

A forma de consumo dos produtos audiovisuais están a cambiar, como cambia a forma de produci-lo e é desde as facultades de comunicación onde os alumnos deben familiarizarse cos novos medios para que sexan os seus aliados á hora de preparar os seus produtos audiovisuais.

Training and Learning Results

Code			
B1	Conocer las características esenciales de la comunicación, sus elementos y sus resultados.		
B4	Exponer los resultados de los trabajos académicos de manera escrita, oral o por medios audiovisuales o informáticos de acuerdo a los cánones de las disciplinas de la comunicación.		
B6	Trabajar en equipo y comunicar las propias ideas mediante la creación de un ambiente propicio.		
B7	Asumir riesgos expresivos y temáticos, aplicar soluciones y puntos de vista personales en el desarrollo de los proyectos		
C20	Fluently write scripts for different audiovisual formats		
C22	Know and apply techniques for the design and development of interactive multimedia projects		
D1	Comprender el significado y aplicación de la perspectiva de género en los distintos ámbitos de conocimiento y en la práctica profesional con el objetivo de alcanzar una sociedad más justa e igualitaria.		

Expected results from this subject

Expected results from this subject	Training and Learning Results		
New	B1 B7	C20 C22	D1
New	B4	C22	D1
New	B4 B6		D1
New	B1 B7	C20 C22	D1

Contents

Topic

1. Digital society. Interactiveness. Interaction. Technology	That it is the interactiveness and reason is important. Changes in the use, the design and the development.
2 - Organising the Tools	Architecture of the Information Work in Team. Phases for the design and development of an interactive product
3. Designing the Application	Design of the Information Design of the Interaction Design of the Presentation Design Graphic. Usability and Accessibility
4. Managing and developing an interactive product	Production Pipeline
5. Interactive projects of Information	non entertainment projects
6 - Interactive Projects of entertainment	Video games.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	15	3	18
Presentation	2	2	4
Practices through ICT	21	0	21
Mentored work	2	30	32
Objective questions exam	1	20	21
Systematic observation	4	0	4
Project	0	50	50

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Lecturing	Presentation of the different topics of the matter.
Presentation	Students must present in class the results of the different tasks assigned by the teacher.
Practices through ICT	Students must carry out work with computer equipment and learn how to use tools for project design and management.
Mentored work	Students will carry out small projects throughout the course, followed by their presentation and discussion in class aimed at clarifying the theoretical concepts.

Personalized assistance

Methodologies	Description
Lecturing	The professor will clear any doubt related with the theoretical exhibition of the subjects of the matter
Practices through ICT	The professor will guide to the students in the development of his work and in the use of the necessary tools for his preparation
Mentored work	The professor will guide to the students in the design and development of the projects that go them commissioning

Assessment

	Description	Qualification	Training and Learning Results	
Objective questions exam	(*)Para avaliar os conhecimentos teórico práticos, faranse un exame tipo test ou de respostas curtas. Poderase planificar, en función da evolución dos contidos, un exame parcial a mediados de curso	40	B1	C22
Systematic observation	(*)Os alumnos realizan periódicamente en grupo, prácticas sinxelas sobre os conhecimentos que van adquirindo	20	B4 B6	D1
Project	(*)Traballo final en grupo, dun proxecto interactivo sobre un tema que se facilitará a principio de curso.	40	B1 B7	C20 C22

Other comments on the Evaluation

The student will opt for two types of qualification: continuous evaluation and global evaluation

The student body must inform the teacher of their express resignation from the continuous evaluation system within the period established by the center for this purpose, together with the document covered and signed for this purpose.

1 - Continuous evaluation. The percentages and concepts (Exam, Systematic Observation and Project) will be applied, with the following considerations: Class attendance will not be mandatory nor will it count towards the final grade. However, since the realization / presentation of the practices (systematic observation) scores, if a student does not attend the practical class to defend it, and the practice is not correct, they will lose the grade.

In the second call (July) the same qualification criteria will be applied, although the practices (Systematic Observation) and the Project, in case it was carried out in a group, will not be re-evaluated, maintaining the qualification of the first edition. The student will have to improve his grade through the exam and/or an individual project.

2 - Global evaluation - In accordance with the provisions of the Student Statute of the University of Vigo, the student who does not opt for the continuous evaluation modality, will be entitled to a global test on the dates determined by the Faculty. The global evaluation test will be carried out on the date and at the times provided by the center in the official exam calendar.

The student must pass each and every one of the planned assessment tests detailed below, obtaining a minimum qualification of 5 points in each of them.

This modality will consist of a theoretical part (40% of the qualification), and two practices, elaboration of the project (40% of the qualification), and presentation of the same (20%).

1. The theoretical part will include the same short questions as in the continuous assessment modality (20% of the grade) and another part of development of a topic of the program (20% of the grade).
2. The practical part will consist of the design of a project for an information page on a subject previously provided. The documentation to be presented will be both the documentation on the conceptual design and the proposal made with wordpress of the site.
3. An oral presentation of the project must be made. This will be presented after the theoretical evaluation.

In the second call (July) the same qualification criteria will be applied

Sources of information

Basic Bibliography

Bailenson, Jeremy, **Realidad Virtual**, Lid, 2019

Berners Lee, Tim, **Weaving the web. The past, Present and Future or the World Wide Web**, Orion Business Book, 1999

Bou Bouza. Guillem, **El guión Multimedia**, Anaya Multimedia, 2003

Martinez, José María; Navarro, Fernando; Martínez, Antonio, **Realidad Virtual y Realidad Aumentada**, Rama, 2018

Nielsen, Jakob, **Usabilidad, diseño de sitios web**, Pearson, 2000

Complementary Bibliography

Brillant, Alexandre, **JavaScript. Desarrolle eficazmente**, Eni, 2021

Cabero Almerara, Julio, **Realidad Aumentada: tecnología para la formación**, Sintesis, 2016

Murray, J., **Inventing the Medium; Principles of Interaction Design as a Cultural Practice**, Mit Press, 2012

Nielsen, Jakob; Loranger, Hoa, **Usabilidad. Prioridad en el diseño web**, Anaya Multimedia, 2006

Recommendations

Subjects that continue the syllabus

Transmedia Screenplay and Design/P04G071V01309

Subjects that are recommended to be taken simultaneously

Business: Marketing of Audiovisual and Multimedia Products/P04G071V01206

Screenplay Writing/P04G071V01209

Subjects that it is recommended to have taken before

Communication: Audiovisual Media Technologies/P04G071V01108