



FICHA DE UNIDADE CURRICULAR

Unidade Curricular

201322003 - DESIGN DE INTERAÇÃO

Tipo

Obrigatória

Ano lectivo	Curso	Ciclo de estudos	Créditos
2019/20	Mestrado Design Comunicação	1º	3.50 ECTS
Idiomas	Periodicidade	Pré requisitos	Ano Curricular / Semestre
Português	semestral		2º / 1º

Área Disciplinar

Design

Horas de contacto (semanais)

Teóricas	Práticas	Teórico práticas	Laboratoriais	Seminários	Tutoriais	Outras	Total
0.00	0.00	3.00	0.00	0.00	0.00	0.00	3.00

Total Horas da UC (Semestrais)

Total Horas de Contacto	Horas totais de Trabalho
42.00	98.00

Docente responsável (nome / carga lectiva semanal)

Marco António Neves da Silva

Outros Docentes (nome / carga lectiva semanal)

Marco António Neves da Silva 3.00 horas

Objetivos de aprendizagem (conhecimentos, aptidões e competências a desenvolver pelos estudantes)

Introduzir os alunos à área do design de interação, enquanto prática a desenvolver em suportes digitais e analógicos.

Desenvolver estratégias de interactividade e participação, entendendo o seu potencial quando

aplicadas a um projecto de design de comunicação.

Explorar abordagens interativas nos projectos de design, estudando e aprofundando a experiência do utilizador com o objecto.

Procurar uma relação material mais emotiva e prolongada com o utilizador.

Conteúdos Programáticos / Programa

A unidade curricular estabelece um contexto para se poder analisar e conceber objectos, produtos e sistemas interactivos.

O design de interacção será discutido e utilizado enquanto base de relação com outras áreas emergentes no campo do design, estabelecendo possibilidades de melhoria e inovação na constituição material do quotidiano dos utilizadores.

Serão abordados os conceitos fundamentais, úteis para o desenvolvimento de processos de trabalho, que ocorram sem constrangimentos tecnológicos. Estes resultarão em criações que estabeleçam de forma instintiva um diálogo com os utilizadores.

Propõe-se um entendimento alargado das ideias interactivas e participativas, bem como da compreensão de interface como intermediário na relação comunicativa.

Demonstração da coerência dos conteúdos programáticos com os objectivos de aprendizagem da unidade curricular

Os conteúdos a leccionar permitem compreender, estabelecer e adaptar um processo para produção de interacção, ora em situações analógicas, ora em situações de necessidade digital.

Esta diversificação pretende aproximar os conhecimentos e competências a adquirir, de uma noção o mais completa possível das potencialidades da interacção e da sua importância junto da experiência do utilizador.

Metodologias de ensino (avaliação incluída)

Será atribuída atenção à análise crítica das matérias, através de exposição partilhada e debate em torno de casos de estudo.

A exposição de conteúdos textuais, esquemáticos, visuais e audiovisuais antecederá o desenvolvimento de projectos de carácter prático, a que se seguirá um acompanhamento individual e em grupos de trabalho. Todos os momentos de acompanhamento dos projectos constituem situações de reflexão e aprendizagem. Estes momentos são determinados pela criatividade, inovação e demonstração de conhecimentos, aos quais se juntam a argumentação e apresentação.

São também factores de ponderação a assiduidade e a participação.

Demonstração da coerência das metodologias de ensino com os objectivos de aprendizagem da unidade curricular

O design de interacção é um estudo sobre os comportamentos partilhados e recíprocos entre um

utilizador e uma constituição material. Nesse sentido torna-se importante definir e aplicar um processo de trabalho que considere a situação de utilização, as estratégias para interagir e os intervenientes. Desse modo é benéfico a análise dos processos já usados, sua implementação ou adequação. O desenvolvimento de projectos irá permitir a acumulação de experiência que deverá ser confrontada com exemplos de referência.

Bibliografia Principal

- Buxton, B 2007, *Sketching user experiences: getting the design right and the right design*, Morgan Kaufman, San Francisco.
- Cooper, A, Reimann, R & Cronin, D 2007, *About face 3: the essentials of interaction design*, Wiley Publishing, Indianapolis.
- Dubberly, H., Haque, U., Pangaro, P. 2009 'What is interaction? Are there different types?'. in <http://www.dubberly.com/articles/what-is-interaction.html>
- Moggridge, B 2007, *Designing interactions*, The MIT Press, Cambridge and London.
- Neves, M 2013, 'Printed Interactivity Towards a new understanding of graphic design', *Iridescent: Icoagrada Journal of Design Research*, 2(2).
- Saffer, D 2007, *Designing for interaction: creating smart applications and clever devices*, 2nd edition, New Riders, Berkeley, California.

Bibliografia Complementar

- Avella, N 2010, *Disenar con papel*, 2a ed., Gustavo Gili, Barcelona.
- Blauvelt, A 2008, 'Towards relational design', *Design Observer*, acedido 20 Mar 2009, <<http://www.designobserver.com/archives/entry.html?id=38845>>.
- Bolter, J & Gromala, D 2003, 'Text rain: the digital experience', in *Windows and mirrors: interaction design, digital art, and the myth of transparency*. MIT Press, Cambridge MA.
- Bonsiepe, G 1999, *Interface: an approach to design*, Jan van Eyck Akademie, Maastricht.
- Bruinsma, M 1999, *An ideal design is not yet*, acedido 26 Nov 2008, <<http://www.maxbruinsma.nl/index1.html?ideal-e.html>>.
- Davis, M 2008, 'Toto, I've got a feeling we're not in Kansas anymore...' *Interactions* XV(5), 28-34.
- Engelbart, D C 1962, *Augmenting human intellect: a conceptual framework*, Stanford Research Institute, Menlo Park, California, acedido 16 Dez 2010, <<http://dougengelbart.org/pubs/augment-3906.html>>.
- Hallnas, L & Redstrom, J 2006, *Interaction design: foundations, experiments*, The Interactive Institute, The Swedish School of Textiles, University College of Borås, Borås.
- Heeter, C 2000, 'Interactivity in the context of designed experiences', *Journal of Interactive Advertising*, 1(1). American Academy of Advertising, pp.4-15, acedido 5 Mai 2010, <<http://jiad.org/article2>>.
- Hubner, M & Klanten, R (eds.) 2008, *Fully booked: cover art and design for books*. Die Gestalten Verlag, Berlin.
- Interaction Design Association, 2008, acedido 19 Out 2008, <<http://www.ixda.org>>.
- Interaction Design.org, 2008, acedido 17 Out 2008, <<http://www.interaction-design.org>>.
- Manovich, L 2001, *The language of new media*, MIT Press, Cambridge and London.
- Mugge, R, Schifferstein, H & Schoormans, J 2004, *Personalizing product appearance: the effect on*

product attachment, Delft University of Technology, The Netherlands, accessed 13 Feb 2008, <<http://static.studiolab.io.tudelft.nl/gems/mugge/MuggeDE2004.pdf>>.

Norman, D 2004, *Emotional design: why we love (or hate) everyday things*. Basic Books. New York.

O'Reilly, T 2005, *What is Web 2.0: design patterns and business models for the next generation of software*, accessed 21 Oct 2010, <<http://oreilly.com/web2/archive/what-is-web-20.html>>.

Richards, R 2005. 'Users, interactivity and generation', *New Media and Society*, 8(4), Sage Publications, pp. 531-550.

Salonen, E 2010, *Common interest: documents: design and format solutions for the arts, culture, academia and charities*, Index Book, Barcelona.

Stolterman, E. 2008. 'The nature of design practice and implications for interaction design research'. *International Journal of Design* 2(1), 55-65.

Tapia, A 2003, 'Graphic design in the digital era: the rhetoric of hypertext', *Design Issues*, 19(1), The MIT Press, pp.5-24, accessed via JStor, 1 Feb 2010. T

Tapscott, D 2009, *Grown up digital: how the net generation is changing your world*, McGraw Hill, New York.



CURRICULAR UNIT FORM

Curricular Unit Name

201322003 - Interaction Design

Type

Obrigatória

Academic year

2019/20

Degree

Mestrado Design
Comunicação

Cycle of studies

1º

Year of study/ Semester

3.50 ECTS

Lecture language

Português

Periodicity

semestral

Prerequisites

Unit credits

2º / 1º

Scientific area

Design

Contact hours (weekly)

Tehoretical	Practical	Theoretical-practicals	Laboratory	Seminars	Tutorial	Other	Total
0.00	0.00	3.00	0.00	0.00	0.00	0.00	3.00

Total CU hours (semestrial)

Total Contact Hours
42.00

Total workload
98.00

Responsible teacher (name /weekly teaching load)

Marco António Neves da Silva

Other teaching staff (name /weekly teaching load)

Marco António Neves da Silva 3.00 horas

Learning objectives (knowledge, skills and competences to be developed by students)

Introduce students to interaction design, while a practice to develop digital and analog media.
Develop interactivity and participation strategies, understanding their potential when applied to a communication design project.
Explore interactive approaches in design projects, studying and deepening user experience.
Pursue a more emotional and prolonged material connection with users.

Syllabus

The curricular unit provides a context to analyze and conceive interactive objects, products and systems. Interaction design will be discussed and used as a basis of relationship with other emerging areas in the design field, establishing possibilities for improvement and innovation in user material constitution of the everyday. Basic concepts will be described, that are useful for the development of work processes, which occur without technological constrains. These will result in establishing an instinctively dialogue with users.

We propose a broad understanding of interactive and participatory ideas, as well as the interface as an intermediary for communicative relationship.

Demonstration of the syllabus coherence with the curricular unit´s learning objectives

The contents to teach will allow understanding, establishing and adapting a process for the production of interaction, sometimes in analogical situations, sometimes when a digital solution is needed.

This diversification aims to bring closer knowledge and skills to acquire, of a more complete notion of the potential of interaction and its importance to user experience.

Teaching methodologies (including evaluation)

Attention will be given to the critical analysis of the material, through shared presentation and discussion around case studies.

Exposure of textual, schematic, visual and audiovisual content precede the development of practical projects, to be followed by individual and work groups support.

All accompanying moments are reflection and learning situations. These moments are determined by creativity, innovation and demonstration of knowledge, to which are attached the argumentation and presentation.

Attendance and participation are also factors to consider.

Demonstration of the coherence between the Teaching methodologies and the learning outcomes

Interaction design is a study about shared and reciprocal behaviors between a user and a physical constitution. In this sense it is important to define and implement a work process that considers the situation of use, strategies to interact and stakeholders. Thus it is beneficial to analyze the processes already used, its implementation or fitness. The development of projects will allow the accumulation of experience to be confronted with reference examples.

Main Bibliography

Buxton, B 2007, *Sketching user experiences: getting the design right and the right design*, Morgan Kaufman, San Francisco.

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Additional Bibliography

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