

## **MULTIMEDIA DESIGN II**

Degree in Graphical Design

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Code: 11832

Main Scientific Area: Audiovisuais

Lecturer: Hugo Rafael Araújo Oliveira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 100h

ECTS: 6,0

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### **Objectives**

The Curricular Unit aims to provide students with the necessary tools to think and design digital interfaces, both on a technical and aesthetic level. Students should be able to follow good practices in web design and development, taking into account usability and accessibility concerns of the products developed.

### **Learning Outcomes**

Knowledge and ability to apply the most appropriate tools, methodologies and procedures in the development of a digital projects.

Knowledge of good practices in terms of interface design.

Mastery of web page and interface structuring methodology

Mastery of the principles of visual design, construction and organization of content (Information architecture) of layouts for the Web and interfaces

### **Course Contents**

- Principles of interface design
- Principles/laws of psychology applied to interface design; Fitts' Law, Jakob's Law, Aesthetics-Usability Effect and others.
- Gestalt Principles
- Ideation methods related to stories and user experience; Storyboards, User journeys and User flows.
- Information architecture and relationships with site maps and navigation.
- Ideation methods related to information architecture; Card sorting, tree testing.

- Low fidelity prototyping methods; wireframes and prototypes.
- Concepts, methods and processes and carrying out exercises with a view to creating Style Guides within the scope of digital projects.
- Concepts, methods and processes related to the creation of flexible grids as an element of responsive design.
- Good digital accessibility practices applied to web solutions.
- Component-based web development.
- Atomic Design Methodology.
- Concepts, principles and good practices relating to HTML, elements and page structure.
- Interactive prototyping.
- Concepts, principles and good practices related to the Design Handoff process.
- Web page analysis methods using the inspect tool. - User-centered work methodologies; Design Thinking, Double Diamond, Human-Centered Design.

### **Recommended Bibliography**

Lupton, E. (2008). *Graphic Design: The New Basics*. New York: Princeton Architectural Press.

Poulin, R. (2018). *The Language of Graphic Design*. Beverly: Quarto Publishing Group USA, Inc.

Latin, M. *Better web typography for a better web*. Matej Latin, 2019. Ellen Lupton; *Thinking with type*, Princeton Architectural Press, 2014.

Marcotte, E. *Responsive web design*. A Book Apart, 2014. Beaird, J.. *The principles of beautiful Web Design*: Sitepoint, 2014. Nielsen, J.. *Designing Web Usability: The Practice of Simplicity*. New Riders, 2000. Wroblewski, Luke; *Mobile First, A Book Apart*, 2011. Maria, Jason Santana; *On Web Typography*, A Book Apart, 2014. Jehl, Scott; *Responsible Responsive Design*, A Book Apart 2014.

### **Learning and Teaching Methods**

The programmatic contents of the course suits the objectives of the course as it introduces students to technologies, methodologies and knowledge that constitute the foundations of developing interfaces for the Web. In addition to addressing transversal topics in the process of developing digital projects, with a special focus on providing students with skills in terms of usability, accessibility and visual design, in order to enhance their role as a designer

### **Assessment Methods**

Learning assessment

The assessment regime in this curricular unit is continuous assessment (according to article 206 of the Regulation

IPCA Academic).

The assessment includes the student's participation in classes and the completion of three work proposals.

For the purposes of continuous assessment, the student is required to attend 75% of the classes taught (RACC-ESD, article 3, point 2).

For evaluation purposes, only works duly monitored by the teacher will be considered.

The assessment is scored by the moments described below.

Practical exercise 01 – Develop critical article = 10%

Practical proposal 01 – Group interactive prototype project = 35%

Practical proposal 02 - Interactive prototype project taking into account user-centered design principles = 45%

Continuous assessment (CA): work carried out at home; attendance, interest, communication skills and student participation in classes) = 10%

Exams period

This curricular unit does not allow for the 2nd semester exam period (according to point 4 of article 4 of the RACC from ESD).

Special exam period:

Only students who are under a special attendance regime (as per described in section I, article 135 and point 5, article 209, of the IPCA Academic Regulations).

The special period assessment takes place during the month of September and the form of assessment is defined by the teacher of the curricular unit, according to the statement provided on the first day of the exam period. The student must inform the teacher about the intention to use this evaluation period and, in this way, have knowledge of the details of the work to be delivered.

Grade improvement:

In this curricular unit, grade improvement works through continuous assessment (according to point 2 of article 6 of the ESD RACC). The assessment integrates the elements of learning assessment with the weighting indicated in the continuous assessment.