

**Danish School of Media and Journalism**  
**Visual Communication – course: Interactive Design**  
**Course Description**  
**Autumn 2017**

**3. semester**

**Course:** Interactive Communication Design

**ECTS:** 10

**Aim**

Students will know, understand, and be able to apply methods and technologies associated with the design and development of interactive communication products. The student will gain an overview of the digital landscape including options for engaging in dialogue with a target group. Aside from that, the student will develop skills in designing interfaces and with the use of relevant software transfer the design to interactive prototypes. Students will design and creatively develop interactive communications solutions and make a presentation of visual universes and underlying technologies. Students will also be able to make reasoned design choices based on completed research. Finally, these design choices must be integrated with the students' knowledge on illustration, graphic design, and interaction design and relevant methods and technologies for the development of digital concepts.

Module's central subject elements are:

- Interaction design
- Usability, user behavior, and User Experience
- Interactive prototyping
- Layout theory and techniques
- Communication design
- Design process
- Relevant software

Students will:

- Develop a theoretical approach to interaction design
- Work with relevant technologies targeted at digital platforms
- Develop interactive prototypes
- Work with design and communication targeted screens
- Translate research into design
- Prepare presentations of interactive communication products
- Argue for design choices with relevant theory or empirical knowledge

**Course goals:**

After the course, students will have insight into, and knowledge of:

- Terminologies in user experience design
- Overview of possibilities of common digital platforms
- Design processes for interactive products
- Reasoned design choices
- Communication products

- Design elements
- Design theory specific to digital products

and be able to:

- Use relevant software
- Prepare sketches and design variations
- Apply relevant theory to prepare digital products
- Develop interactive prototypes
- Accommodate user behavior
- Adjust visual style to digital platforms
- Develop designs with basis in theory
- Develop presentations that visualize interaction with the product

### **Tools**

Design techniques and methods for digital platforms, software, user experience, wireframes, presentation, prototyping tools and argumentation.

### **Attributes**

Desire to learn, willingness to experiment, and openness.

### **Methods**

The course is a combination of lectures, seminars, group work, self-study, tutorials, and exercise and assignment solving. Assignments and exercises are solved individually or in groups. In the course, weight is placed on analysis, reflection and feedback on own and others' products and processes.

### **Teaching resources**

Books:

- Patrick W. Jordan: Designing Pleasurable Products (2002)
- Jane Holt & Simon Lock: Understanding and Deconstructing Pleasure. (2008)
- Don Norman: Design of Everyday Things: Revised and Expanded Edition (2013)
- Bill Moggridge: Designing Interactions (2007)

Online-tutorials:

- Lynda.com

### **Attendance at meetings and classes**

Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, group feedback, and compilations.

### **Examination**

The course is assessed as pass/fail by an internal examiner. The course completes with a combined assignment. A pass requires that the course assignments be duly submitted and approved, the final assignment receives a pass, and that students have participated actively and have met the requirements on participation in meetings and classes. See the section on attendance in meetings and classes.

## Study Activity Model

