UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Principi di Psicologia Sociale per il Web Design

2324-1-F9201P221-F9201P222M

Learning area

STUDY OF THE MEANS BY WHICH COMMUNICATION TAKES PLACE

Learning objectives

Knowledge and understanding

The student will be guided in the design process of interfaces for web communication, offering special attention to the social dynamics that can be considered in the design of the social web. On the one hand, theoretical knowledge and theories will be offered; on the other hand, technical tools for creating web interfaces according to the principles of User Centered Design, which places the end user (and not the website itself) at the center of communication design, will be offered through practical exercises. Special attention will be paid to the principles of social influence and the main theories of social psychology that can guide effective social web design.

Applying knowledge and understanding

- Adopting a critical judgment when evaluating web interfaces
- Know how to build persuasive interfaces for the social web
- Knowing how to design web pages and web interfaces
- Basic knowledge of Adobe Photoshop and figma software

Contents

The Principles of Social Psychology for Web Design module is aimed at describing the entire process of creating a

website by providing specific knowledge of the theoretical and design aspects related to the development of a web-usable hypertext (concepts of Usability, Interaction Design and User Experience), the main theories in the psychosocial field (social influence, identity etc.) relevant to social web design, and the acquisition of specific design tools (Adobe Photoshop, Figma).

Detailed program

- Elements of web usability, user interaction and user experience (UX / UI)
- Principles of social psychology for the social web
- Wireframing design
- Adobe Photoshop and Figma (for web design)

Prerequisites

Basic knowledge of operating systems functioning (creation of files, folders, file extensions).

Teaching methods

Teaching methods include lectures, classroom discussions and practical exercises.

Step by step illustration and practical exercises with Adobe Photoshop and figma for the design of interfaces for the social web

All course material (e.g., slides and video tutorial) is made available on the e-learning website of the course, so that also non-attending students can use it.

Taking classes is highly reccomended.

Lessons will be held in presence.

Assessment methods

Learning goals verification includes an in-progress review aimed at setting the design concept for o web site UI. The design review is mandatory for all students.

Learning goals for this module will be evaluated through the devolpment of a group design project (groups of 2/3 students to create a complete and navigable website, moodboard, wireframes and mockup) that is intended to verify the level attained in the design of graphical interfaces for the web with a particular look at the principles of social psychology

International students (erasmus) can take the exam in English.

Textbooks and Reading Materials

Suggested bibliography

Haffly C., Rizzon A. *Photoshop per il web design*. Apogeo.

Beaird J., Persuati C. *Web design per creativi, grafici, sviluppatori*. Apogeo.

Sustainable Development Goals

QUALITY EDUCATION