UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Principles of Social Psychology for Web Design

2425-1-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
- Basic usage of Figma (web design tool)

Prerequisites

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

Teaching methods

Teaching activities: 11 lectures (theory aspects) will be held in presence whereas 3 lessons will be pre-recorded online tutorials (practical activities with Figma). Overall the course corresponds to 28 hours (4 CFUs). During classes, students participation will be encouraged through classroom discussions and interactive activities. Part of the teaching will be delivered through group discussions. This approach aims to stimulate critical thinking and encourage direct involvement, allowing students to apply theory to real-world situations.

All the materials (slides and, scientific articles and audio recordings) will be made available on the e-learning web page of the course so that also non-attending students can use it.

Taking classes is highly reccomended.

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