UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Comunicazione Visiva e Design delle Interfacce

2627-2-F9202P014

Aims

KNOWLEDGE AND UNDERSTANDING

- Principles and methods of basic design
- Fundamentals of interaction and interface design
- Design-system and atomic-design methods

APPLYING KNOWLEDGE AND UNDERSTANDING

- Critically analyse interactive communication artefacts
- Use visual languages and digital interaction-design methods
- Design complex digital communication ecosystems

Contents

The course introduces and explores the principles of interaction design and visual design, with particular attention to visual languages and their application to complex digital ecosystems.

The main topics are:

- spatial composition
- typography
- colour
- imagery

Detailed program

LECTURES

1. Designing complex digital ecosystems
2. Concept definition and development
3. Gestalt theory
4. Grids and responsive layouts
5. Typography for digital environments
6. Designing with colour
7. Visual language and the use of images
8. Interaction, usability and user interface design
9. Ecosystem design
10. Atomic design

WORKSHOPS

1. Review of HTML and CSS3, building on the Visual Communication Lab
2. Design and implementation of responsive interfaces
3. Analysis and use of the Bootstrap framework
4. HTML5 and CSS3 elements
5. Introduction to search engine optimization
6. JavaScript fundamentals for using Bootstrap components

Prerequisites

Students are expected to have knowledge of web design, prototyping, HTML and CSS acquired in previous courses (e.g. *Web Tools and Applications*; *Principles of Social Psychology for Web Design*).

Organisational skills and the ability to work in multidisciplinary teams are also required.

Teaching form

The course includes:

- 8 in-person, instructor-led lectures of 2–3 hours each;
- 20 in-person, interactive workshop sessions of 2–3 hours each.

Textbook and teaching resource

Detailed information about course materials and the examination bibliography will be published and updated on the course e-learning page.

Semester

First semester.

Assessment method

No mid-term assessments are scheduled.

Assessment consists of:

1. the development of a group project, supported by meta-design activities and reviews of materials produced during the course—some of which are compulsory—or an individual in-depth study;
2. a written examination, including multiple-choice and/or open-ended questions on topics covered in lectures, workshops and the theoretical bibliography;
3. an oral examination, including a critical discussion of the project and theoretical questions on the course content.

The project component is assessed on a group basis. Groups must include 5–6 students with diverse backgrounds; groups made up exclusively of computer-science students are not permitted.

The written and oral examinations contribute to the individual grade. Passing all three components is required to pass the course. Admission to the written examination requires a passing grade in the project or individual study.

The initial partial grade is calculated as the average of the project/individual-study grade and the written-exam grade; a passing oral examination may increase or decrease this result. If the written or oral examination is failed, students are not required to develop a new project.

Office hours

Thursdays, 3:00–4:00 p.m.

To facilitate scheduling, students are kindly asked to notify the instructor by email in advance.

Sustainable Development Goals