

BACHELOR'S DEGREE IN DESIGN AND INNOVATION

SUBJECT TEACHING PLAN INTERACTION DESIGN PRINCIPLES

ACADEMIC YEAR: 2026-27
COURSE: 1st
CHARACTER: Basic Training
SEMESTER: 2nd
ECTS: 6
TEACHING HOURS: 45
HOURS OF SELF-EMPLOYMENT: 105
TOTAL HOURS: 150
LANGUAGE/S: Spanish/Catalan
CODE: 16973

TEACHING TEAM: Iván Paz apazo@elisava.net.

PRESENTATION OF SUBJECT / OBJECTIVES

This course addresses the fundamental concepts, technologies and languages of Interaction Design. The aim is to provide the student with an overview of the methodologies and design processes specific to the specialisation.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject does not specifically incorporate any SDGs.

CONTENTS

- Fundamentals of interaction design: languages, context and referents.
- Introduction to the interactive experiences project: person, context, technology, user experience.
- Tangible interfaces, concepts, examples, and experimentation.
- Creative code, algorithmic thinking, and programming principles.
- Fundamentals of visual narrative and communication.
- Immersion in the project process based on the concepts of: form, as a means of expression and support of an idea; composition, as a combination of components to configure a result; proportion, as the interrelation between the different magnitudes; materiality, as a set of sensory perceptions.

TEACHING METHODOLOGIES

- Work sessions with the whole group, class with the teacher. (PA)

COMPETENCIES

- To develop a creative attitude of experimentation, under scientific and humanistic criteria, which favours the exploration of relevant and innovative contributions. (G1)
- Integrate formal sensitivity as a fundamental part of the project process. (G3)
- Students must know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defence of arguments and the resolution of problems within their area of study. (CB2)
- To act with a spirit and critical reflection in the face of knowledge in all its dimensions, showing intellectual, cultural and scientific concern and commitment to rigour and quality in professional demand. (T1)
- Develop coherent design projects with their own vision of design. (E2)
- Experiment with materials, processes and techniques to add value to the design project. (E5)
- Develop the appropriate material to communicate and make decisions effectively in each of the phases of the design project. (E10)

LEARNING OUTCOMES

- Apply their knowledge to solve problems in complex or professional and specialized work environments that require the use of creative and innovative ideas.
- Explains and demonstrates consistency in the design project with respect to a personal approach.
- Creatively apply the technical knowledge that adds value to the project.
- Clearly explain the project through the choice and use of the appropriate representation tools.

TRAINING ACTIVITIES

Each subject will present at the beginning of the course its WORK PLAN where the didactic activities per week / session / autonomous work are recorded.

EVALUATION

EVALUATION SYSTEMS

The evaluation of the subject will be based on continuous monitoring of the student's academic work throughout the course.

EVALUATION SYSTEM	MINIMUM WEIGHTING	MAXIMUM WEIGHTING	FINAL WEIGHTING
P1-Observation of participation	5	10	10
P2-Follow-up of the work done	20	60	50
P5-Completion of required work or projects	40	50	40

EVALUATION CRITERIA

The final grade of the subject will be the weighted average of the grades of the assessable activities according to the following table:

ASSESSABLE ACTIVITY	WEIGHT	RETRIEVABLE (up to 50%)	EVALUATION SYSTEM
Activity-1 Project Monitoring and Participation	10%	NO	P-1
Activity-2 Tangible Interfaces	20%	YES*	P-2/P-5
Activity-3 Creative Code	20%	YES*	P-2/P-5
Activity-4 Concept and narrative	20%	YES*	P-2/P-5
Activity-5 Project	30%	NO	P-5

Students will have the option of retaking the retake tests. The retake tests will be carried out in the period of the semester allocated to this function, not being able to recover more than 50% of the subject.

* If the Recoverable Assessable Activities exceed 50%, the student body may choose, up to a limit of 50%. The unjustified non-submission of any assessable activity implies a grade of 0, even if the activity has been classified as Recoverable.

Recoverable Activities can only be recovered when they have been submitted by the student body on the indicated date and with a grade equal to or greater than 3.

If access to the retake test is waived, the grade achieved in the first instance will be maintained.

In case of taking the recovery, the grade obtained will be the last, even if it is lower than the first.

Plagiarism or copying of other people's work is penalised in all universities and, according to the Rules of Coexistence of the University of Vic-Central University of Catalonia, they constitute serious or very serious offences. That is why in the course of this subject any indication of plagiarism or misappropriation of texts or ideas other people ([What is considered plagiarism?](#)) as well as the improper or undeclared use of Artificial Intelligence in an activity, automatically translates into a suspension and/or other disciplinary measures ([Normes de Convivència de la Universitat de Vic-Universitat Central de Catalunya](#)).

For any questions or queries, see the ([Academic Regulations of the Bachelor's Degree of the Faculty of Design and Engineering Elisava UVic-UCC](#)).

BIBLIOGRAPHY AND TEACHING RESOURCES

- Cooper, A. 2014. *About Face: The Essentials of Interaction Design*. John Wiley & Sons Inc.
- Gothelf, J. 2016. *Lean UX: Designing Great Products with Agile Teams*. O'Reilly Media.
- Krishna, G. 2015. *The Best Interface Is No Interface: The simple path to brilliant technology*. New Riders.
- Krug, S. 2014. *Don't Make Me Think, Revisited: A Common Sense Approach to WebUsability*. New Riders.
- Lidwell, W., Holden, K., Butler, J. 2010. *Universal Principles of Design*. Rockport Publishers.
- Lupton, E. 2014. *Beautiful Users*. Princeton Architectural Press.
- Norman, D. 2013. *The Design of Everyday Things*. Basic Books.
- Pannafino, J. 2012. *Interdisciplinary Interaction Design*. Assiduous Pub.
- Schneider, J. 2012. *This is Service Design Thinking*. BIS Publishers.
- Weinschenk, S. 2011. *100 Things Every Designer Needs to Know About People*. New Riders.