

**COURSE DATA****DATA SUBJECT**

Code: 34851
Name: Design of interactive projects
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1407 - Degree in Multimedia Engineering	Escola Tècnica Superior d'Enginyeria	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1407 - Degree in Multimedia Engineering	Diseño de Proyectos Interactivos	COMPULSORY

COORDINATION

RUIZ CANTERO JORGE JAVIER

VALADEZ SAUCEDO ELISABETH MARIA

HUGUET CLEMENTE MARIA CARMEN

SUMMARY

The Interactive Project Design module is designed as a theoretical and practical laboratory for audiovisual and multimedia content. The course as a whole provides a cognitive map of the methodologies for analysis, design and development of cultural products that have interactivity as a common feature. This approach focuses on aspects related to the graphic, visual and sound forms of audiovisual communication, the Internet and digital culture, multimedia formats or the uses of new technologies in Web environments.

In this sense, the module is designed as a work of synthesis between theoretical principles and their application in the practical field, which enables the student to articulate in an innovative and creative way knowledge in interactive communication and digital design. Consequently, Interactive Project Design provides the necessary tools for the ideation and development of content on different platforms.

The assimilation of this knowledge will enable the student to learn the general foundations and procedures for project design, the forms of production and distribution, and the planning of technological resources. A teaching and learning work dynamic is proposed based on the design of a project prototype that allows the



student, through a participatory and creative dynamic, the acquisition of skills in handling multimedia tools.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No prerequisites

COMPETENCES / LEARNING OUTCOMES

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I10 - e able to design and evaluate human-computer interfaces that ensure accessibility and usability of computer systems, services and applications.

MM11 - Have knowledge and ability to apply the different mechanisms and elements to create both linear and non-linear audiovisual stories according to different production formats, technologies and media.

MM15 - Be able to respond professionally to the requirements at each step of a multimedia production process: show skills for preparing and understanding scripts and communication, graphic design for communication, management of streaming technology, web design and production and post-production processes.

MM16 - Have theoretical and practical knowledge of the technologies applied to audiovisual media (photography, radio, sound, television, video, film and multimedia).

MM1 - Have knowledge and ability to understand essential facts, concepts, principles and theories related to multimedia systems including all the disciplines covered by these systems.

MM21 - Communicate effectively, both in writing and verbally, knowledge, procedures, results and ideas related to ICT and specifically to multimedia, and know their socioeconomic impact.

MM3 - Be able to implement methodologies, technologies, processes and tools for the professional development of multimedia products in a real context of use by applying the appropriate solutions for each environment.

MM7 - Be able to apply the principles of audiovisual graphic design and communication to multimedia products.

MM8 - Integrate knowledge of different multimedia technologies to create products that offer global solutions that are appropriate to each context.



DESCRIPTION OF CONTENTS

1. Communication and Digital digital culture.

- 1.1. Introduction to communication and digital culture.
- 1.2. New formats and media and content convergence. Interaction Design
- 1.3. Introduction to communication with mobile devices. Applications and web apps.
- 1.4. Usability and User Experience.

The teaching objective of this chapter is for the student to learn to recognize the basic principles of interactivity with the user and its importance in relation to design.

2. Graphic design

- 2.1. Universal design principles applied to web and multimedia environments.
- 2.2. Color.
- 2.3. Typography.
- 2.4. Branding and brand image creation
- 2.5. Visual and photographic composition. Image File Formats
- 2.6. Information architecture and design: Wireframes and prototype design

The objective for this chapter focuses on the student learning to recognize the basic principles that govern a good visual design in a participatory framework and interaction with the user. Study the ways of organizing colors, fonts and simple graphic forms, their defining features, the strategies to combine them correctly and their cultural symbolism. Introduce the technical and expressive possibilities of photography in the multimedia field. Analyze the photographic image, the laws of visual composition and work with light.

3. Design and content creation: video and sound

- 3.1. Stages in the creation of videos for the multimedia field: production, distribution, promotion and monetization.
- 3.2. Audiovisual genres of the Internet universe. transmedia products
- 3.3. Video compression.
- 3.4. Modalities of production and distribution of audiovisual and sound content: crossmedia, crowdfunding. Production of podcasts, web tv, YouTube, Twitch...
- 3.5. Stages of audiovisual sound.
- 3.6. Types of microphones.
- 3.7. Sound design. Music. Sound and narrative.
- 3.8 Copyright.

The objective of this section is twofold: On the one hand, to bring the student closer to the different technical and creative phases involved in the production of videos for the Internet, from planning and recording to online distribution and promotion. On the other hand, also make known some of the audiovisual genres and models born in the digital and transmedia era as a direct consequence of lower costs and the democratization of technological tools.



4. Online marketing and internet positioning

4.1 Development of online marketing strategies: mail marketing, Social Media Marketing and Display ads,
4.2 Positioning in search engines and affiliate programs: SEO strategies and creation of SEM campaigns.
Google analytics.

Introduction to digital marketing and the content decision strategies of the Internet field, among which it is very important to understand how search engines organize digital information based on keywords, content indexing, etc.

5. Design stages of an interactive project

Preparation of the design document: Previous study of the market, idea, objectives, users, architecture and financing plan.

It is about the student developing all the phases of an interactive project that enables him, within a participatory and creative dynamic, to learn the dynamics and digital tools of a process of design and dissemination of a multimedia project.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Laboratory	20,00
Classroom practices	10,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	10,00
Independent study and work	15,00
Preparation of lessons	10,00
Preparation for assessment activities	5,00
Resolution of case studies	5,00
Total hours	45,00

TEACHING METHODOLOGY

Master lesson.



Resolution of theoretical-practical problems.

Study and analysis of cases.

Presentation in the classroom and group work.

EVALUATION

The assessment of the course will be based on two principles:

- a) Assessment of theoretical knowledge according to the syllabus, of everything related to technical knowledge by means of a theoretical test.
- b) Real development of interactive project design in teams.

The assessment will be made as a result of:

1. Final written test (50% of the mark).
2. Assessment of technical learning in the projects carried out in class (50% of the mark).

Copying or plagiarism of any activity that is part of the evaluation will result in the impossibility of passing the course, and the student will then be subject to the appropriate disciplinary procedures indicated in the ACTION PROTOCOL FOR FRAUDULENT PRACTICES AT THE UNIVERSITY OF VALENCIA (ACGUV 123/2020).

In any case, the evaluation of this subject will be done in compliance with the University Regulations in this regard, approved by the Governing Council on 30th May 2017 (ACGUV 108/2017)

REFERENCES

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- - Carrillo, J., Arte en la red, Ensayos de Arte Cátedra, Madrid, 2004. - Darley, A., Cultura visual digital, Paidós, Barcelona, 2002. - Lloret Romero, N., Canet Centellas., F., Nuevos escenarios, nuevas formas de expresión narrativa: La Web 2.0 y el lenguaje audiovisual, Hipertext.net, núm. 6, 2008. - Scolatri, C., Hipermediaciones: Elementos para una Teoría de la comunicación digital interactiva, Gedisa, Barcelona, 2008. - Tribe, M., Reena Jana & Uta Grosenick, Arte y Nuevas Tecnologías, Madrid, Taschen, 2006.