

Academic Year: (2019 / 2020)

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Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: OLMEDA GOMEZ, CARLOS

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

There are no specific course prerequisites for this course

OBJECTIVES

After completing the course satisfactorily, students should know:

- Theoretical principles and methods of information architecture with a practical orientation for different environments, applications and artifacts.
- Articulate principles of user-centered design and employ some of its tools in a practical way.
- Products to communicate the results of design processes.

Acquire skills in:

- Planning, developing and designing information architectures.
- Use formal models to identify and integrate users, user requirements and user characteristics in the design of information architectures.
- Communicate knowledge and information architecture solutions combining words and diagrams in the context of a hypothetical project.

And acquire competences in:

- Apply scientific theories and methods on information architecture, interactive design, organize categories, test users and information
- The principles involved in the organization and representation of recorded knowledge and information.
- Organize and communicate information and knowledge through the information architecture
- Identify and structure their own learning needs in relation to the use of the information architecture in a specific context

DESCRIPTION OF CONTENTS: PROGRAMME

- 1.- Information architecture. Concepts and approaches. Subjects related.
- 2.- User experience. Usability of interactive systems. Guidelines, principles, theories.
- 3.- Design approaches. Creative processes in the design. Design methods.
- 4.- Navigation and interaction. Interaction styles.
- 5.- Display design. Order and organization of information. Visual design.
- 6.- Information search. Modeling and user behaviors.
- 7.- Evaluation and the user experience. Evaluation methods. Metrics.
- 8.- Documentation for design and planning. Flowcharts, maps, wireframes, prototypes.

LEARNING ACTIVITIES AND METHODOLOGY

- LA 1. Individual work for the study of theoretical and practical materials developed and contributed by the teacher
- LA 2. Individual work for problem solving and case studies
- LA 3. Videos tutorials
- LA 4. Active participation in forums enabled by the teacher in the virtual educational platform
- LA 5. Working in groups for solving a prototype

TEACHING METHODOLOGIES

- M 1. Explanations of the teacher with support of computer and audiovisual media, in which the main concepts of the subjects are developed
- M 2. Critical reading of texts recommended by the professor of the subject
- M 3. Discussion question
- M 4. Case study

ASSESSMENT SYSTEM

% end-of-term-examination/test:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

Continuous assessment will be carried out by following the skills and abilities developed by students. It is evaluated through the supervision and correction of proposed exercises, tasks, discussions, case study.

% end-of-term-examination : 60%

% of continuous assessment (assignments, laboratory, practicals ...): 40%

The final grade is summative.

NOTE: Plagiarism in whatever assignment means losing the grade of that assignment and a reduction of 25% of the final grade of the whole course. Independent of the application of the UC3M regulations in this regard.

BASIC BIBLIOGRAPHY

- Anderson, S. P. Diseño que seduce , Anaya, 2011
- Covert, Abby. Cómo darle sentido a cualquier caos, Createspace Independent Pub , 2017
- Gasca, J. y Zaragoza, J. Designpedia: 80 herramientas para construir tus ideas, LID Editorial, 2014
- Krugg, S. No me hagas pensar. Actualización, Anaya Multimedia, 2014
- Montero, Yusef Hassan. Experiencia de usuario: principios y métodos , Autoedición, 2015
- Nielsen, Jakob; Budiu, Raduca. Usabilidad en dispositivos móviles (Diseño y Creatividad), Anaya, 2013