

Academic Year: ( 2020 / 2021 )

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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

The subject will contribute to the student acquiring the following basic and general competences of the title:

CB4. That students would be able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.

CB5. That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG1. To know and apply the fundamental principles and techniques for the management of information in the digital environment.

-Specific competencies

CE7 - Learn and manage digital tools for content editing.

CE9 - Apply principles, techniques and tools of user-centered design for digital products, and also apply techniques for usability testing of interfaces and digital products.

### LEARNING OUTCOMES

- Subject specific

- Articulate the principles of information architecture and user-centered design, with practical guidance for different environments and applications.

- Know principles, methods and good practices to improve the user experience.

## DESCRIPTION OF CONTENTS: PROGRAMME

In the 2020-21 academic year, the syllabus classes are taught in tele-teaching sessions, using the tool selected by the uc3m.

1.- Information architecture.

1.1 Information architecture's definition.

1.2 Disciplines related to information architecture.

2.- User experience. Concepts and approaches.

2.1 User 's experience definition.

2.2 The components of user experience.

2.3 Guidelines, principles and theories.

3.- Creative processes.

3.1 User requirements.

3.2 Design processes.

3.3 Design methods.

4.- Order and organization for navigation.

4.1 Concept and types for navigation.

4.2 Navigation mechanisms.

4.3 Interaction levels.

- 5.- Display and visual design.
  - 5.1 Display design.
  - 5.2 View management.
  - 5.3 Color and error messages.
- 6.- Order and organization for information search. Mental models.
  - 6.1 Information search design.
  - 6.2 Mental models.
  - 6.3 Conceptual design.
- 7.- Evaluation and the user experience.
  - 7.1 Methods.
  - 7.2 Technics.
  - 7.3 Empirical evaluation.
- 8.- Flowcharts, maps, wireframes, prototypes.
  - 8.1 Ideation.
  - 8.2 Fidelity levels.
  - 8.3 Illustration and prototypes.

## LEARNING ACTIVITIES AND METHODOLOGY

### TRAINING ACTIVITIES OF CURRICULUM CONCERNING STUDIES

**THEORETICAL-PRACTICAL CLASSES.** It will present the knowledge that students must acquire. They will receive the class notes and will have basic reference texts to facilitate the monitoring of classes and the development of subsequent work. Exercises, practical problems will be solved by the student and workshops will be held to acquire the necessary skills.

**TUTORIES.** Individualized assistance (individual tutorials) or in groups (collective tutorials) to the students by the professor.

**INDIVIDUAL OR GROUP WORK OF THE STUDENT.**

### TEACHING METHODOLOGIES

**THEORY CLASS (3 ECTS).** Oral presentation by teacher with computer and audiovisual media support, main concepts of the subject and the materials and bibliography are provided to complement the personal learning of the students.

**PRACTICES (3 ECTS).** Use of diagramming programs, frameworks, wireframes and prototyping. Carrying out of usability test of systems. Individual and / or group work. It is highly recommended that students comes equipped in the course of this academic year with configured laptops or tablets and with access to the University network, before practices (face-to-face) its start.

**TUTORIES.** Individualized assistance (individual tutorials) or in groups (collective tutorials) to the students by the professor. Face-to-face or virtual mode (Google meet).

In the 2020-21 academic year, classes are taught (bimodal mode) in tele-teaching sessions, using the tool selected by the uc3m, and in person.

## ASSESSMENT SYSTEM

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

Continuous assessment will be carried out by following the skills and abilities developed by students, according to the following criteria:

Continuous assessment. Correct completion of the course practices: 60% of the final grade.

End-of-term-examination, questionnaire : 40% of the final grade.

The final grade is summative.

The extraordinary call will be governed by the provisions of the Regulations approved by the Governing Council on May 31, 2011, or by the regulation that replaces it.

## 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