UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Digital Design

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Digital Design (L5023)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor RUI HUMBERTO DE MATOS DIAS

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Understanding digital technologies, new media and new communication devices, in a context of globalization of the information / communication.
Thinking about the place of new communication devices, considering: body, society ("social body"), environment ("body of the Earth").
Develop theoretical, critical, research and prospective skills.
Develop practical skills for project development and presentation.
Promote interdisciplinarity.

15. Specific Objectives

Application of knowledge and critical reflection in the development of an exercise / project.
Knowing how to base a project.
Knowing how to present a project.

16. Skills to be acquired

Thinking skills development: critical application of design fundamentals for the development of new digital or physical and digital communication devices.
Methodological skills development: aply development and presentation processes, using different methods, such as: storytelling, storyboard, diagrams, layout, digital graphics, 2D and 3D digital representation, digital prototype, multimedia presentation; freehand drawing, physical models.

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17. Teaching Methodology

Theoretical framework to support practical development, supported in selected bibliography.
Participated oral presentations / reflection, criticism and debate encouragement, using visualization, critical commentary and discussion of case studies.
Encouraging the application of practical heuristic processes: continuous experimentation and decision-making.
Encouraging applied research.
Design development monitoring.

18. Course Unit Program

Globalization of information / communication: theoretical-critical approach.
Information / communication technologies and Design (product, communication, multimedia, interface and interaction, experience design): theoretical-critical approach.
The place of new media and new communication devices facing: the body, the society ("social body"), the environment ("body of the Earth"): theoretical-critical approach.
Key concepts: new media, mediation, communication, connectivity, multimedia, hypermedia, interface, navigation, interaction, interactivity, usability, accessibility, critical design, speculative design (futures), others.
Design fundamentals for new media and new digital devices: application and critical reflection.
Processes, methods, tools.

Considering a continuous process of thinking and investigation, the program will be deepened trough the development of an exercise / project for a digital product or set of digital products. The project can be seen as a concept, as planning / simulation for an hypothetical or "real" situation, or as a response to an opportunity (relation with a Design III course project, design competition or partnership). It will be carried out using different and appropriate methods and tools.

19. Assessment Methods

Two tests.
Project presentations (reports and multimedia presentations).
Consideration of student participation and commitment, as well as their attendance, punctuality and meeting deadlines.

20. Didactic Resources

Multimedia presentations.
Internet.
Digital and analog tools.
Selected bibliography.

21. Sustainability Objectives

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Although the aim of teaching this course and of the master's degree is to fulfill goal 4 of SDG defined by the UN, quality education, the foundational basis of the UL-Lisbon Design courses is the belief that Design is a tool for the sustainable promotion of society in its ethical, social and ecological aspects. Therefore, one of the global objectives of Design teaching at ULL is to alert students to the importance of their future as designers so that it fulfils all the 17 SDG defined by the UN.

22. Keywords

Digital technologies
Design
Globalization
New media
Communication
Future

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23. Main Bibliography

Author(s):	DUNNE, Anthony; RABY, Fiona		
Title:	Design Noir: The Secret Life of Electronic Objects		
Edition:	2ª	Year:	2021
Local:	London and New York		
Publisher:	Bloomsbury		

Author(s):	HUI, Yuk		
Title:	On the Existence of Digital Objects		
Edition:		Year:	2016
Local:	Minneapolis, MN		
Publisher:	University Of Minnesota Press		

Author(s):	MOGGRIDGE, Bill		
Title:	Designing Interactions		
Edition:		Year:	2007
Local:	Cambridge, Massachusetts		
Publisher:	The MIT Press		

24. Complementary Bibliography

Author(s):	DUNNE, Anthony		
Title:	Hertzian Tales: Electronic Products, Aesthetic Experience, and Critical Design		
Edition:	2ª	Year:	2005
Local:	Cambridge, Massachusetts		
Publisher:	The MIT Press		

Author(s):	LAL, Raj		
Title:	Digital Design Essentials: 100 Ways to Design Better Desktop, Web and Mobile Interfaces		
Edition:		Year:	2013
Local:	Gloucester, MA		
Publisher:	Rockport		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'DESIGN DIGITAL': Academic Year 2023/2024
Autor / Author	Prof. Doutor RUI HUMBERTO DE MATOS DIAS
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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