



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Digital Design

Academic Year 2026/2027

1. Organic Unit

Faculty of Architecture and Arts

2. Course

ARTS AND MULTIMEDIA COMMUNICATION

3. Cycle

1st

4. Course Unit

Digital Design (V3016)

5. Scientific Area

6. Curricular Year

2nd

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: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor JOÃO MIGUEL DE CARVALHO LOPES MESQUITA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

At the end of this curricular unit, students should have acquired intermediate skills in the fields of digital design, interaction and underlying concepts, allowing them to identify and understand digital media and apply their knowledge in order to enhance their effectiveness in building the experience of the user.

15. Specific Objectives

Apply the knowledge acquired at intermediate level to the analysis of problems arising from the use of technology platforms; Design proposals for functional interfaces for the use of digital and hybrid products and services; Design proposals for expressive interfaces for the use of digital and hybrid products and services; Assess the effectiveness of the proposed improvements; Use AI in UX/D evaluation

16. Skills to be acquired

Skills in evaluating a sequence of tasks and designing a suitable user interface in line with the desired outcome, within the context of its use by a target audience and persona; Designing an interface that enables this target audience to carry out the task with a minimal number of errors. Design and implement prototypes that enable this outcome to be evaluated.

17. Teaching Methodology



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The teaching methodologies used in this course module include the lecture method, during which students are introduced to the theoretical aspects of the subject through the analysis of case studies; the interrogative method, in which students have the opportunity to ask questions; and the active method, in which students are encouraged to put the material they have learnt into practice. At times, the flipped classroom approach may be adopted.

18. Course Unit Program

Theory and historiography of digital design; Interaction design: UXD, IxD, UI. Aspects of design for digital devices: functional and expressive paradigms; Design for interaction; Interaction patterns; events; Concepts of cognitive psychology in interaction design; Usability and inclusive design; Digital design for the web and networked mobile applications: the web as a document and the web as an application. Prototyping and layout. Functional interfaces, APIs and network communication interfaces. Physical interfaces, augmented reality and virtual reality. Digital design and AI: aspects of multimodality.

19. Assessment Methods

The continuous assessment methodology follows the general regulations of Lusíada University, which stipulate that oral presentations and a final written exam are compulsory, as is a set assignment, with the possibility of other optional assessment components, where the weighted average is calculated as $2x/n(n+1)$.

20. Didactic Resources

- audiovisual studio
- multimedia room
- creative cloud
- affinity suite
- davinci suite
- exhibition room

21. Sustainability Objectives

The general and specific objectives of the course unit focus on the acquisition of general and specific skills for the practice of digital design, with an emphasis on quality (objective 4).

22. Keywords

- digital design
- web design
- app design
- interface design
- physical interfaces
- ai in interface analy



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23. Main Bibliography

Author(s): Hooper, Steven
Title: Touch Design for Mobile Interfaces
Edition: 1 Year: 2021
Local: Freiburg, Germany
Publisher: Smashing Magazine
ISBN Code: 978-3-945749-97-5

Author(s): Cooper, Alan e Reimann, Robert & Cronin, David
Title: About Face
Edition: 4 Year: 2014
Local: Indianapolis, IN
Publisher: Wiley
ISBN Code:

Author(s): Norman, Donald
Title: The Design of Everyday Things
Edition: 2 Year: 2013
Local: New York, NY
Publisher: Basic Books
ISBN Code:

24. Complementary Bibliography

Author(s): Moggridge, Bill
Title: Designing Interactions
Edition: Year: 2006
Local: Cambridge, MA
Publisher: The MIT Press
ISBN Code:

Author(s): Moggridge, Bill
Title: Designing Media
Edition: 1 Year: 2010
Local: Cambridge, MA
Publisher: The MIT Press
ISBN Code:



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