

## COURSE OUTLINE

### (1) GENERAL

|   |   |                 |     |
|---|---|-----------------|-----|
| <b>SCHOOL</b>   | SOCIAL SCIENCES   |                 |     |
| <b>ACADEMIC UNIT</b>  | CULTURAL TECHNOLOGY AND COMMUNICATION   |                 |     |
| <b>LEVEL OF STUDIES</b>   | UNDER GRADUATE  |                 |     |
| <b>COURSE CODE</b>  | POL 214   | <b>SEMESTER</b> | 5th |
| <b>COURSE TITLE</b>   | INTERACTIVE DESIGN  |                 |     |
| <b>INDEPENDENT TEACHING ACTIVITIES</b><br><i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i> | <b>WEEKLY TEACHING HOURS</b>  | <b>CREDITS</b>  |     |
| Theory  | 2   | 2               |     |
| Laboratory  | 2   | 3               |     |
| <i>The organisation of teaching and the teaching methods used are described in detail at (d).</i>   | 4   | 5               |     |
| <b>COURSE TYPE</b><br><i>general background, special background, specialised general knowledge, skills development</i>  | Specialized general knowledge / Skills development  |                 |     |
| <b>PREREQUISITE COURSES:</b>  | -   |                 |     |
| <b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>  | Greek   |                 |     |
| <b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>  | Yes, in English   |                 |     |
| <b>COURSE WEBSITE (URL)</b>   | <a href="https://eclass.aegean.gr/courses/131370/">https://eclass.aegean.gr/courses/131370/</a> |                 |     |

### (2) LEARNING OUTCOMES

#### Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

*Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*

*Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

*Guidelines for writing Learning Outcomes*

Μετά την ολοκλήρωση των μαθημάτων οι φοιτητές/τριες θα είναι σε θέση να:

Students attending the course should after its completion be able to:

- select certain cultural elements/data from a content reserve for a multimedia presentation and formulate the dendrograms organizing these elements/data in a structural form;
- formulate multiple (alternative) scenarios presenting these elements/data in the form

- of multimedia applications;
- implement a graphic design highlighting the content of a multimedia application;
- choose among alternative scenarios according to the demands of different categories of users/receivers/respondents (if possible);
- complete a software development/application supporting a certain scenario;
- reshape every possible scenario according to the potential limitations of graphic design and software development for a multimedia application.
- Collaborate at all stages leading to the selection, analysis, processing, production and presentation of digital cultural content

### General Competences

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

|   |   |
|---|---|
| <i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i> | <i>Project planning and management</i>  |
| <i>Adapting to new situations</i>   | <i>Respect for difference and multiculturalism</i>  |
| <i>Decision-making</i>  | <i>Respect for the natural environment</i>  |
| <i>Working independently</i>  | <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> |
| <i>Team work</i>  | <i>Criticism and self-criticism</i>   |
| <i>Working in an international environment</i>  | <i>Production of free, creative and inductive thinking</i>                                      |
| <i>Working in an interdisciplinary environment</i>  | .....   |
| <i>Production of new research ideas</i>   | <i>Others...</i>  |
|   | .....   |

Search for, analysis and synthesis of data and information, with the use of the necessary technology  
 Decision-making  
 Team work  
 Project planning and management  
 Respect for difference and multiculturalism  
 Showing social, professional and ethical responsibility and sensitivity to gender issues  
 Criticism and self-criticism  
 Production of free, creative and inductive thinking

### (3) SYLLABUS

The course focuses on basic theoretical and methodological principles of interactive multimedia design for applications presenting and highlighting cultural content. Emphasis is placed on: a) the distinction and the selection of elements/data characteristic on a symbolic level of a cultural practice, an object or a collection of objects, b) the (re)combination of selected elements/data for the development of an early “scenario” (or multiple “scenarios”) of presentation in the form of a multimedia application, c) the formation of a final form of a scenario interconnected with the development of certain graphics formulating and stressing certain topics of the content, and with the software development of the application d) the adaptation of certain elements/data of the scenario and the graphic design to the (potential) demands of certain categories of users/receivers/respondents (if possible).

#### (4) TEACHING and LEARNING METHODS - EVALUATION

|  |  |                          |
|--|--|--------------------------|
| <p style="text-align: center;"><b>DELIVERY</b></p> <p><i>Face-to-face, Distance learning, etc.</i></p>   | Face-to-face   |                          |
| <p style="text-align: center;"><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b></p> <p><i>Use of ICT in teaching, laboratory education, communication with students</i></p>   | Use of ICT in teaching, communication with students and for laboratory education.  |                          |
| <p style="text-align: center;"><b>TEACHING METHODS</b></p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>                         | <b>Activity</b>  | <b>Semester workload</b> |
|  | Lectures (2 h X 13 lectures per semester)  | 26 h                     |
|  | Processing and understanding each lecture 2 h X 13 lectures  | 26 h                     |
|  | Laboratory and completion of a project (100% of the final grade) 6 h X 13 meetings with the teaching staff   | 78 h                     |
|  | Course total   | <b>130 h</b>             |
| <p style="text-align: center;"><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p> | <p>Completion of a project delivered in the form of an integrated application. The project is supervised and assessed at all stages of the relevant process: concept, scenario, implementation and problems in implementation, scenario restructuring to address problems in implementation (100% of the final grade)</p> <p>Students are familiar with the evaluation criteria during the initial course lecture at the beginning of the semester and are stored throughout the semester in the course's area in eclass (<a href="https://eclass.aegean.gr/courses/131370/">https://eclass.aegean.gr/courses/131370/</a>)</p> |                          |

#### (5) ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

- Papageorgiou D., Mirivili E., Bubaris N., Cultural Representation, Kritiki, Athens, 2006 (in Greek)
- Barthes R., Image-Music-Text, Fontana Press, 1977
- Engel P., Rorty R., A quoi bon la verite?, Editions Grasset & Fasquelle, 2005
- Causey M., Theatre and Performance in Digital Culture. From Simulation to Embeddedness, Routledge, 2006
- Cranny-Francis A., Multimedia. Texts and contexts, Sage Publications, 2005
- Crawford C., The Art of Interactive Design, No Starch Press, San Francisco, 2003
- Creeber G., Martin R., Digital Cultures, Open University Press, 2009
- Dade-Robertson M., The Architecture of Information. Architecture, Interaction Design and the Patterning of Digital Information, Routledge, 2011

Manovich L., The Language of New Media, MIT Press, 2001

Martinec, R. & Leeuwen, T., The Language of New Media Design: Theory and Practice, London and New York: Routledge, 2009

Matrix E. S., Cyberpop: Digital Lifestyles and Commodity Culture, Routledge, 2006

Svanaes D., Understanding Interactivity: Steps to a Phenomenology of Human-Computer Interaction, Trondheim, Norway, 2000