

Course	Digital Media Design
Modules	
ects (cfu)	6 – INF/01
hours	36
year running	III year
semester	I semester
lecturer	Eliseo Sciarretta
e-mail	e.sciarretta@unilink.it
consultation time	After class or by appointment previously arranged by e-mail

### LEARNING AND SKILLS OUTCOMES

The course aims to provide students with the knowledge needed to understand how digital technologies can be used to deliver useful services and how these services should be designed. At the end of the course, students have to achieve the following learning outcomes:

1. **KNOWLEDGE AND UNDERSTANDING:** Technical characteristics of digital technologies that are available as channels for services and applications; Impact of digital technologies on the information society, with a focus on inclusion and accessibility; Service and application design techniques.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** Application of design techniques to specific areas related to individual digital technologies; Tools and techniques for the creation of websites.
3. **MAKING JUDGEMENTS:**
4. **COMMUNICATION SKILLS:** Mastery of the technical terminology related to the various technologies.
5. **LEARNING SKILL:**

### PRE-REQUISITE QUALIFICATIONS

None

### COURSE DETAILED CONTENTS

The course is divided into two macro-areas.

The first is aimed at a survey about digital media, focusing attention on historical evolution and social consequences, with a specific focus on the world of digital publishing.

The second, on the other hand, focuses on the technical aspects and is shaped as a laboratory: the students will be asked to perform activities for the creation of inclusive services for digital media, and in particular for the web, through the use of the main CMS tool, WordPress.

Area 1: digital media

- Computer
- Internet
- Mobile phone
- Other digitized analog media
  - TV
  - Cinema
  - Music

- Radio
- Digital printing and publishing
- Photography

Area 2: web design

- Designing accessible digital services
  - Needs analysis and accessibility
  - Inclusive Design
  - Delivery
  - Case study: eBooks
- Implementation tools (WordPress)

Area 2 (web design) provides for continuous exercises in the classroom, therefore it is necessary for each student to have a computer with an Internet connection.

### TEACHING METHODS

The educational activities will be carried out through lectures and lab exercise.

### TEACHING MATERIALS

Students are required to prepare for the examination by integrating the teaching materials discussed during the in-class lectures with the following compulsory textbook:

A history of digital media: an intermedia and global perspective – Gabriele Balbi and Paolo Magaudda, Routledge, 2018

Additional suggested textbooks:

WordPress: the missing manual – Matthew MacDonald, O'Reilly, 2020

Libri digitali per tutti - Eliseo Sciarretta, Eurilink, 2020

### FINAL EXAM

The final exam will consist of an oral interview aimed at evaluating the knowledge acquired by students on the topics of Area 1 (digital media) and the evaluation of a project work (to be agreed with the lecturer: [e.sciarretta@unilink.it](mailto:e.sciarretta@unilink.it)) on the topics of Area 2 (web design) and which involves the creation of a web service through WordPress CMS.

Attending students can participate in a written mid-term test, in the form of multiple choice questions, on the topics of the first macro-area.

### ASSESSMENT METHODS

Assessment methods concern:

1. **KNOWLEDGE AND UNDERSTANDING:** the final exam will assess the student's knowledge about the basic notions related to the topics listed in the detailed class program.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** the final exam will assess the student's ability to connect the different topics covered and the ability to apply the knowledge acquired within a project work for the creation of web services.
3. **MAKING JUDGEMENTS:**
4. **COMMUNICATION SKILLS:** the final exam will evaluate, in addition to the contents of the answers, also the ability to appropriately express the terms of the technical language relating to technologies and to effectively expose the topics studied.
5. **LEARNING SKILL:**

### MARKING CRITERIA

The final score is expressed in thirtieth grade, with the possibility of honors.  
The evaluation on the quality of the project work will account for 50% of the final grade.  
The final score reflects the student's preparation as follows:

Score	Description
< 18 not sufficient	Fragmentary and superficial knowledge of contents, errors in applying concepts, insufficient exposure.
18-20	Sufficient but still general knowledge of contents, elementary exposure, uncertainties in the application of theoretical notions.
21-23	Appropriate, but not deep, knowledge of contents, good ability in applying theoretical notions as well as presenting them in a simple way.
24-25	Appropriate and vast knowledge of contents, discrete ability in applying them, good ability in presenting notions in a comprehensive way.
26-27	Precise and comprehensive knowledge of the topics, good ability in applying the acquired knowledge, good analytical skills, clear and correct exposure.
28-29	Extensive, comprehensive and deep knowledge of contents, good applicative skills, good ability of analysis and synthesis, confident and correct exposure.
30 with honors	Very broad, comprehensive and deep knowledge of the contents, well-established ability to apply the acquired notions, excellent ability of analysis, synthesis as well as ability to create interdisciplinary links, fluency of exposure.

### **FINAL RECOMMENDATIONS**

None.