



Teaching guide

Project Design and Conceptualization tos Web / Interactive

Degree in Multimedia and Digital Arts
Catholic University of Valencia

Course2025/26



Teaching guide of the subject and/or subject

		ECTS
Subject: Design and Conceptualization of Web/Interactive Projects		6
Subject: Web design		18
Module: 7 Web and Multimedia Design		30
Type of Training ¹ :(0B) Mandatory	COURSE: 2• Semester: 1•	
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Module organization

Web design <i>and</i> Multimedia				30 ECTS
Duration and temporary location within the curriculum:				
Subjects <i>and</i> Subjects				
Subject	ECTS	SUBJECT	ECTS	Course/ semester
Web design	6	Design and Conceptualization of Web/Interactive Projects	6	2•/1•
Web design	6	Web Project Development/ Interactive 1	6	3•/1•
Web design	6	Web Project Development/ Interactive 11	6	3•/2•

¹ Basic training (common subject), Compulsory, Optional, External internships, Final Degree Project.



Programming Web	6	Web Project Programming / Interactive	6	3º/12º
Virtual Environments	6	New Digital Languages and Media such	6	4º/1º

Subject/subject teaching guide:

Web Design/ Design and Conceptualization of Web/ Interactive Projects.

Prerequisites: None established.

GENERAL OBJECTIVES

1. Influence the phases of a web/interactive project.
2. Establish the principles and differentiating characteristics of interactive design.
3. Acquire skills in interactive project analysis and planning processes.
4. Train students to carry out web design work and to analyze professional of other projects, interactive and web environments.
5. Promote critical, analytical and reflective capacity in new digital media.
6. Know the specifications of web project design, interactivity functions and the relationship between design and user.
7. Understand the concept of interactive design, as well as the meaning of information organization in the dynamic environment of web projects.
8. Acquire basic knowledge about the use of specialized tools in the creation of web projects and their materialization in the digital environment.



TRANSVERSAL COMPETENCES ²	Weighting of the competition			
Instrumentals	1	2	3	4
1. Analysis capacity and synthesis.				x
2. Organization capacity and planning				x
3. Communication oral and written in own language.			x	
4. Communication oral and written in a foreign language in one's own workplace.		x		
5. Computer knowledge related to the field of study.				x
6. Problem solving.				x
Interpersonal	1	2	3	4
7. Decision making.				x
8. Teamwork.				x
9. Work in an interdisciplinary team.				x
10. Ethical commitment.		x		
11. Ability to assume responsibilities.				x
12. Capacity self-criticism.			x	
Systemic	1	2	3	4
13. Autonomous learning and motivation for training throughout go of your professional life.				x
14. Adaptation to new situations.				x

² List all competencies consecutively. Each of them must be weighted from 1 to 4 using as a criterion the degree of contribution of the subject/subject to the acquisition and development of the competence.



15. Creativity.				x
16. Leadership. Analysis and team management.			x	
17. Initiative and entrepreneurial spirit.				x
18. Motivation for quality.			x	
19. Capacity for self-employment and job creation.			x	

SPECIFIC COMPETENCES³

E9	Ability to plan and direct projects and developments technological content, particularly referring to art, multimedia design and communication.				x
E12	Sensitivity to assess the importance of design in the form nature of messages and the impact of their transmission on the different communication areas.			x	
E16	Understand and convey the importance of the strategy of co-communication as a critical element in the creation processes of value and making said value available to society by companies and organizations in general.			x	
E17	Understanding of the characteristics of the production sector digital production and its operation and the trends that mark its current and future evolution.			x	
E18	Know, value and understand deontological obligations of the multimedia creation professional and the implications what it entails adjusting to them in professional performance.		x		
E19	Global understanding of artistic and multimedia practices and importance of your relationship with its socioeconomic context and cultural.				x

³ Continue consecutively with the previous numbering. The specific competencies are weighted from 1 to 4 following the same criteria as with the transversal ones.



LEARNING OUTCOMES	COMPETENCES
RI Critical assessment of the Internet as a means of communication and information.	1, 3, 4, 5, 10,12, 13, 18, 19 EI2, E16, EI7, EI8, E19
R2 Audience analysis and user experience.	1, 2, 4, 5, 8, 9, 10,12, 14, 15, 16, 18 EI2, EI7, E18
R3 Skill in identifying the client's technical needs.	1, 2, 3, 4, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19 E9, EI2, EI7, E18, E19
R4 Preparation of web projects and budgets.	1, 2, 3, 4, 5, 7,10,13, 16, 18 E9, E12, EI7, E18
RS Knowledge of digital techniques for the design of the interface and interactive navigation.	1, 2, 5, 12, 13, 14, 15, 18 EI2, EI7, E19



IN-PERSON TRAINING ACTIVITIES

ACTIVITY	Teaching Methodology za-Learning	Relationship with Results Learning states of the subject	ECTS
MASTER CLASS	Exhibition of content by teacher's part, analysis of skills, explanation and demonstration of capabilities, skills and knowledge in Classroom.	RI, R2, R3, R4, RS	1,0
PRACTICAL CLASSES	Supervised work sessions given by the teacher. Study of cases, diagnostic analyses, problems, field study, computer classroom, visits, data search, libraries, online, Internet, etc. Significant construction of the knowledge through interaction and activity of student.	RI, R2, R3, R4, RS	1.0
EXPOSURE JOBS CLUSTER	Application of knowledge interdisciplinary	R4	0.15
TUTORSHIPS	Personalized attention and small group. Period of instruction and/or guidance carried out by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings flushes, carrying out work, etc.	RI	0.1
ASSESSMENT	Set of oral tests and/or writings used in the eva- initial, formative or student additive.	RI, R2, R3, R4, RS	0.15
Total			(2,4)



STUDENT SELF-EMPLOYED TRAINING ACTIVITIES

ACTIVITY	Teaching Methodology- Learning	Relationship with Results of the assignment ra	ECTS
TEAM WORK	Group preparation of readings, essays, resolution of problems, seminars, papers, reports, etc. to expose or deliver in theoretical classes, practical classes and/or tutorials small group. Work done on the platform ma from university (www.elataforma.ucv.es)	R2	1
AUTONOMOUS WORK	Student Study: Preparation individual readings, essays, problem solving, seminars, works, memories, etc. to exhibit or deliver in the theoretical classes, practical classes and/or small group tutorials. Work done on the platform ma from university (www.elataforma.ucv.es)	RI, R2, R3, R4, RS	2.6
Total			3.6



EVALUATION SYSTEM FOR THE ACQUISITION OF SKILLS AND GRADING SYSTEM

Evaluation instrument	EVALUATE LEARNING OUTCOMES TWO	Percentage awarded
Exam (It will be essential to pass these tests to average the rest of the evaluation instruments)	RI, R2, R3, R4, RS	500/o
Group work presentation (It will be necessary to participate in this work to average with the rest of the evaluation instruments)	R2	5%
Delivery of individual works (It will be essential to deliver them on a certain date and time to average with the rest)	RI, R2, R3, R4, RS	35% (10+10+15)
Active participation in class (Attendance, participation, practical sessions)	RI, R2, R3, R4, RS	100/o

Criteria for granting Honor Certificates:

At the discretion of the teacher, an honorary registration may be granted for every 20 students. **(No by fraction of 20, except for the first 20 students)**

- Honors registration can only be granted in the first or second call of the student's first year of registration in the subject.
- The teacher may grant honors to any of the students who have obtained an outstanding mark in the subject.



DESCRIPTION OF CONTENTS	COMPETENCES
BLOCK 1	
Conceptualization of a Web/Interactive Project	1 2 3 6 10 14 15 17 19 E9 E16 E18
1. Interactivity 2. Basic concepts 3. Typologies 4. Preliminary Project Phase 5. Budget 6. Internal and External Structure 7. Briefing	
BLOCK 11	
Design of a Web/Interactive Project	1 2 4 5 6 7 8 9 11 12 13 15 16 18 E12 E17 E19
8. Design phase 9. Support, Format and Resolution 10. origins eleven. Actual trends 12. Basic Design Elements 13. Graphic resources 14. Color fifteen. Responsive Web Design 16. Modular grid 17. Typography 18. Final interactive prototyping and presentation	



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TEMPORAL ORGANIZATION OF LEARNING: PROJECT COURSE

CONTENT BLOCK/DIDACTIC UNIT	Nº OF SESSIONS
I. Presentation of the subject. Teaching guide. Goals. Normative.	1
2. Definition of Interactivity.	1
3. Basic concepts: Internet, WWW, Website, Web Page.	1
4. Typologies of Web projects.	1
5. The phases of a web/interactive project I: Project- Preliminary Project Phase.	1
6. Layout and negative space	1
7. Internal Structure and External Structure of a web/interactive project.	1
8. The specifications of a web/interactive project: Briefing.	1
9. The phases of a web/interactive project I: Project - Design Phase.	1
10. XD I web project prototyping	1
eleven. Historical evolution of web design I. Origins.	1
12. Historical evolution of web design II. Actual trends.	1
13. XD 11 web project prototyping	1
14. Evaluation Essay.	1
fifteen. Basic Design Elements.	1



16. UI/UX design for mobile devices	1
17. Animating components in Adobe XD	1
18. Responsive Web Design Master Session.	1
19. Nested components and skins in Adobe XD	1
twenty. Graphic resources.	1
twenty-one. XD III Prototyping Device Applications	1
22. Color in the digital environment.	1
23. Composition. RWD. Modular Reticle I.	1
24. Composition. RWD. Modular Reticle II.	1
25. Web typography I.	1
26. Web typography II.	1
27. Sketch presentation	1
28. Final project	1
29. Evaluation Essay.	1
30. Review of the subject. Conclusions. Learning.	1



Development of the subject in second and subsequent registrations:

There will be a specific group for students who are not first enrollees who will have the option of 6 follow-up and tutoring sessions of 2 hours each.

In each session, the skills that each student needs to be able to pass the subject will be reinforced.

The content evaluation will be carried out in the exam set in the official calendar for this subject.

These sessions are available on the specific schedule.

The blocks of content and tasks to be developed in each session will be the following:

TEMPORAL ORGANIZATION OF LEARNING (Students of second or subsequent registrations):		
	CONTENT BLOCK/DIDACTIC UNIT	Nº OF SESSIONS
1	Review theoretical contents of the UD.1, 2, 3, 4	1
2	Review theoretical contents of the UD.5, 6, 7	1
3	Review theoretical contents of the UD. 8, 9, 10,eleven	1
4	Review theoretical contents of the UD.12, 13, 14, 16 and 17	1
5	Review theoretical contents of the UD.15, 18 and 19	1
6	Content evaluation essay. Exam.	1

SINGLE EVALUATION:

In accordance with Article 9 of the General Regulations for the Assessment and Grading of Official Studies and UCV-Owned Degrees, a single assessment is linked to the inability of students enrolled in a face-to-face degree program to attend. It is, therefore, an extraordinary and exceptional assessment system available to students who, with justification and accreditation, are unable to submit to the continuous assessment system. They may request this from the professor in charge of the subject, who will expressly decide whether to accept the student's request for a single assessment and will inform them of the acceptance/denial.

Regarding the Diseño y Conceptualización de proyectos Web course, the minimum attendance required is 50%, which is the limit to be taken into account for any potential request for a single assessment. This, if granted, will be based on the following criteria:

- Students who pass the single assessment must submit an additional practical exercise/project to align the assessment criteria with those of continuous assessment students.
- For the second sitting, students will have the opportunity to submit a practical exercise/project, which will count for 50% of the final grade, combined with the exam.

. Honor Registrations:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.