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Teacher(s)	Kieffer Suzanne (compensates Roginsky Sandrine) ;Kieffer Suzanne ;Roginsky Sandrine ;
Language :	French
Place of the course	Mons
Aims	<i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Evaluation methods	<p>1st session: group/team work</p> <ul style="list-style-type: none"> • Analysis of an interactive media 50% • Production of knowledge video 50% <p>2nd session: individual oral exam</p>
Teaching methods	<ul style="list-style-type: none"> • Lectures and oral presentations • Video projection • Analysis of scientific papers and case studies • Presentation/pitch of group work
Content	<ul style="list-style-type: none"> • Definitions, models, approaches, challenges • Evolution of media and user experience • Multimodal interaction: discourse and image • Perception, cognition and skills/abilities • Excellence and integrity in information visualizations • Social media and game mechanics
Bibliography	<p>Berssen, N. O. "Multimodality theory: supporting multimodal interface design." ERCIM Workshop on Multimodal Human-Computer Interaction. 1993.</p> <p>Conseil Supérieur de l'Éducation aux Médias. "L'Éducation aux médias en 10 questions." 2011.</p> <p>Livingstone, Sonia. "The changing nature and uses of media literacy." 2003.</p> <p>Mutz, Diana C. "Facilitating communication across lines of political difference: The role of mass media." American Political Science Review 95.1 (2001): 97-114.</p> <p>Tilleul, Camille, Pierre Fastrez, and Thierry De Smedt. "Media literacy evaluation: a critical discussion of reliability and usefulness issues." Media Education Summit 2015. 2015.</p> <p>Tufte, E. "The visual display of quantitative information", 2nd edition. Graphics Press, Cheshire, Connecticut, 2001.</p> <p>Tullis, T. & Albert, W. "Measuring the user experience: Collecting, analyzing, and presenting usability metrics." Morgan Kaufmann, 2013.</p> <p>U.S. Dept. of Health and Human Services. "Research-Based Web Design & Usability Guidelines." 2006.</p>
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	CORP2M	5		
Master [120] in Journalism	EJL2M	5		
Master [60] in Information and Communication	COMM2M1	5		
Master [120] in Information and Communication	COMU2M	5		
Master [60] in Information and Communication	COMU2M1	5		
Master [120] in Communication	COMM2M	5		