



Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

4 credits	22.5 h	Q2
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Teacher(s)	Descampe Antonin ;
Language :	French
Place of the course	Louvain-la-Neuve
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><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>The evaluation consists of a group project aimed at the study or development of an original media device, or the improvement of an existing device. The practical details of this work will be exposed to the students at the beginning of the semester and available on Moodle. Evaluation method for the second session is identical.</p> <p>As part of an ongoing evaluation, teachers can ask students for additional work that will feed the discussion on topics covered in the course sessions.</p>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <ul style="list-style-type: none"> <li>- Lectures by the teacher and by stakeholders directly involved in the analysis, design and / or marketing of media devices.</li> <li>- Discussion on students experience in using technologies</li> </ul> <p><b>Covid-19</b></p> <ul style="list-style-type: none"> <li>- All of the course sessions are normally given face to face.</li> <li>- Depending on the evolution of health measures (yellow or orange codes), on the capacity of the auditorium and on the number of registered students, seminar sessions could switch to co-modality: presence of the majority of students, and the possibility of remote attendance via Teams. If the auditorium does not allow broadcasting via Teams or if red code applies, these courses will go into full remote mode. These adaptations will be communicated to students via Moodle.</li> </ul>
Content	<p>This course is divided into two parts, each supported by one of the two teachers (in 2020-2021: Antonin Descampe and Philippe Verhaegen)</p> <p><b>1. "Technology" part:</b> in this part, in addition to an introduction on the technical evolution of the device-message pair, media devices will be analyzed from a technological point of view, such as augmented and virtual reality devices, social networks, virtual currencies, mobility devices, etc.</p> <p><b>2. "Semiology" part:</b> this part analyzes, through the notion of semio-technical device, how cognitive tools (i.e. all representation systems - object, image, text, language, graphic system, etc. - which make it possible to represent our experiences and our environment, thinking about them, manipulating them and making them communicable to others) manage to construct meaning and encourage individuals to connect. To do this, it will question and clarify the basic notions (such as those, for example, of media, mediatization, mediation) necessary to adequately describe the particularities of such devices.</p>
Inline resources	<p>Presentation materials, useful links, work instructions and other external resources (reference work, etc.) will be made available to students on the Moodle platform of the course:</p> <p><a href="https://moodleucl.uclouvain.be/course/view.php?id=12178">https://moodleucl.uclouvain.be/course/view.php?id=12178</a></p>
Other infos	<p><b>English-friendly Course</b></p> <ul style="list-style-type: none"> <li>• Reading: bibliographical references in English can be provided</li> <li>• Questions: students can ask their questions in English</li> <li>• Evaluation: students can do presentations and answer exam questions in English</li> <li>• Dictionary: students are allowed to use a dictionary (monolingual French dictionary or bilingual French-mother tongue dictionary, as specified by the teacher), including for exams.</li> </ul>
Faculty or entity in charge	ESPO

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Minor in Information and Communication	MINCOMU	5		
Bachelor in Information and Communication	COMU1BA	4		
Minor in numerical technologies and society	MINSTIC	5		