III. INTRODUCCIÓN

New technologies offer possibilities that go beyond traditional communication channels. These channels, which include video, sound and image, have not only been changing for the past years, but are also evolving, converging and developing into new ways of what we understand by ¿communication¿.

In New Media and Technologies II, students are submerged in the creation process of a web project using Internet as the backbone and platform, acknowledging it as an on-growing communication channel that has been acquiring significant relevance in the past years and which should be considered in any organization’s communicational strategy.

Therefore, students learn to plan, organize and execute not only a web project but also the strategies in order to advertise it using the Internet.

IV. LOGRO (S) DEL CURSO

Students evaluate the need to explore Internet as a necessary tool to create, publish and advertise contents and solutions for specific targets. This way, the students are able to elaborate, develop, execute and supervise an entire digital project while identifying and defining each stage of the process.

V. UNIDADES DE APRENDIZAJE

| UNIDAD Nº: 1 Exploring the Possibilities |
| Conceptualization Phase. |

LOGRO
The student defines the concept of a web project and uses the necessary tools to portray its basic foundations taking into account the market’s status quo, analyze possible ideas and understand the advantages and weaknesses of the project.
### TEMARIO

What is Internet and what can we use it for?

Understanding the Internet market, its advantages and deficiencies as a wide spread tool and analyzing Internet's possibilities for new projects and start-ups (types of web projects and models).


Introduction to market research (SWOT analysis) and testing (tree testing and card sorting).

Understanding final users: feedback and its usefulness. Tools, techniques and types. Incorporating the feedback to the project.

Relating concepts: the logic behind linking.

Mapping out the project and presentation.

***

Tendencies and Use Cases:

- New trends on web design.
- How and why does a web project fail?
- Success and failure cases.

***

Some Definitions:


### HORAS / SEMANAS

Weeks 1, 2, 3 and 4

---

### UNIDAD Nº: 2 Diagraming and Shaping the Idea.

#### LOGRO

The student diagrams the first sketches of a web project and defines a clear process and executes the necessary iterations starting of with a flow diagram, moving on to the testing process and finally concluding with a solid user-centered design for the project.

#### TEMARIO

Flow diagrams: definition and execution.

Introduction to the iterative process, its advantages and its impact on the final outcome.

Prototyping: definition and types. From freehand sketching to rapid prototyping.

Principles of information architecture.

Testing: tools and types. Advantages of testing at an early stage. What can we expect from testing and what should we be looking out for?
Design: aesthetics vs. functionality. Introduction to the three main elements of any web project: aesthetics, functionality and contents and their correlation.

Meeting with creative teams and brainstorming sessions.

Presenting the sample design.

***

Tendencies and Use Cases

- Designing for multi-use contexts and the well-tempered design.
- User-centered vs. site-centered interfaces.
- Success and failure cases.

***

Some Definitions

- UX, usability, IA, well-tempered and reactive design, WaSP, browsers, cross browsing, HCI, interfaces, Internet map, etc.

HORA(S) / SEMANA(S)

Weeks 4, 5, 6 and 7

UNIDAD Nº: 3 Documenting the project.

LOGRO

The student further describes the web project defining and differentiating its areas, functionalities, tools and components as an essential document that contains and explains the entire know-how behind the project using the necessary tools for the execution.

TEMPARIO

Project's requirements. The student defines and understands the difficulties and challenges that may be faced during the development process according to each project. Deadlines, budgets, resource and time optimization.

Project planning: definition and tools.

Roadmap: definition, advantages, elements, areas, tools and functionalities of our project.

Inside a programmer's mind.

Creating an IT document with the project's features and presentation.

***

Tendencies and Use Cases

- Cloud computing. Sharing resources using the Internet.
- Working remotely. (Use case: Working with teams abroad).

***

Some Definitions
UNIDAD N°: 4 Promoting and Positioning the Project.

**LOGRO**
The student explores and experiments with diverse web-based tools in order to achieve a well-suited promotional campaign for the web project, including social media, market research tools and communicational tools, in order to position and wide-spread the final asset while attracting final users.

**TEMARIO**
Digital marketing: tends and tools to create a successful campaign. Current digital marketing techniques and significant data, including those that may be or become counterproductive (spamming).

- SEO and SEM: definition and positioning.
- How to create successful messaging using social networks. Expectation, surprise, release.
- Advertising techniques, behavioral retargeting and retaining customers. How to reach, capture and follow our end users.
- Selling the final project to potential investors.

***
Tendecies and Use cases

- New social networks and sites.
- Retargeter, new ways of following users.
- Neuro marketing.
- Shows and fairs: AdTech.

***
Some definitions

- SEO, SEM, SMM, positioning, ROI, conversion rates, click-through rate, landing pages, tags, meta-tags, etc.

**HORA(S) / SEMANA(S)**
Weeks 12, 13, 14 and 15

VI. METODOLOGÍA
The course contains both theory and dynamic segments in which students are able to understand the current web panorama and the main tools used to develop and execute a successful web project, while exploring and interacting with the tools themselves. This way, theory and didactic activities complement each other in order to achieve fuller, wider knowledge.

Students are introduced to diverse use cases for them to proactively analyze and practice active thinking in order to be able to extract their own conclusions.
The whole course is divided into four stages or units (conception, expression, development and execution), each also subdivided into several subtopics. During these four main stages, students submerge themselves into the different strategies, techniques and activities involved in each and facing the possible challenges that may arise from them.

At the end of each stage, students present their projects during class hours, being exposed to feedback, just as they are able to set up virtual meetings with professionals in each area of expertise to walk them through the project, seeking for useful insights. Students are also expected to render a final exam, in week 16.

VII. EVALUACIÓN

FÓRMULA

15% (EX1) + 15% (EX2) + 13% (EX3) + 14% (EX4) + 13% (DD1) + 30% (TF1)

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VIII. CRONOGRAMA

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IX. BIBLIOGRAFÍA DEL CURSO

BÁSICA

(741.60285 AUST)

(004.678 NIEL)

(620.82 NORM)

(005.437 SCOT)
RECOMENDADA
(No necesariamente disponible en el Centro de Información)

(303.483 BERN)

(006.70287 CLIF)


(658.872 LEVY/M)