

ID	2257
Curricular Unit	Emotional Design
Regent	Paulo Ignacio Noriega Pinto Machado
Learning Outcomes	<ul style="list-style-type: none"> - Understanding the mental processes involved in emotions and their relation to the design - Understand the relationship between the emotional component associated with the relationship with the product and the product preferred by consumers - Apply technical evaluation of the emotional components of products
Syllabus	<ol style="list-style-type: none"> 1. Subject of study and applications of Emotional Design 2 In addition to the functionality:. Emotional appeal and irresistible product . 3 Psychology of emotions: feelings, cognition and brain process 4. Categories of emotions 5. A multiplicity of dimensions of design and emotion 6. Assessment techniques of emotional dimensions in design
Evaluation	Continuous Assessment: Group work (100%)
Bibliography	<p>Main Bibliography:</p> <p>Eysenck, M. & Keane, T. (2010) . Cognitive psychology: a student 's handbook. Psychology Press. London</p> <p>Norman, DA (2004). Emotional Design:. Why we love or hate everyday things Basic Books: New York</p> <p>Additional bibliography:</p> <p>Damasio, A. (1994) Descartes' Error. Lisbon: Europe America</p> <p>Damasio, A. (2010) The book of consciousness. Lisbon: Issues and Debates / Circle of Readers</p> <p>Gleitman, H., Fridlund, AJ, & Reisberg, D. (2009) Psychology. Calouste Gulbenkian Lisbon</p> <p>Nagamachi, M. (1989) Kansei Engineering. Kaibundo Publishing Co. Ltd, Tokyo:</p> <p>Norman, DA (2002) . The design of everyday things. Basic Books: New York</p> <p>Road, T. (2007) . Cognition in Emotion: An Investigation through Experiences with Art Editions Rodopi BV: Amsterdam</p> <p>Wells, M. (2003). In Search of the Buy Button; What makes some products irresistible? Neuroscientists are racing to find out the answer and pass along to marketers. F active TM Forbes. 62 V, 171, 17.</p>