

ID	2630
Curricular Unit	Emotional Design
Regent	Paulo Ignacio Noriega Pinto Machado
Learning Outcomes	1. Objecto de estudo e aplicações do Design Emocional 2. Além da funcionalidade: o apelo emocional e a irresistibilidade do produto 3. Psicologia das emoções: sentimentos, cognição e processo cerebral 4. Categorias de emoções 5. A multiplicidade de dimensões do design e das emoções 6. Técnicas de avaliação das dimensões emocionais no design.
Syllabus	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	Main Bibliography: Eysenck, M. & Keane, T. (2010) . Cognitive psychology: a student 's handbook. Psychology Press. London Norman, DA (2004). Emotional Design:. Why we love or hate everyday things Basic Books: New York Additional bibliography: Damasio, A. (1994) Descartes' Error. Lisbon: Europe America Damasio, A. (2010) The book of consciousness. Lisbon: Issues and Debates / Circle of Readers Gleitman, H., Fridlund, AJ, & Reisberg, D. (2009) Psychology. Calouste Gulbenkian Lisbon N agamachi, M. (1989) Kansei Engineering. Kaibundo Publishing Co. Ltd, Tokyo: Norman, DA (2002) . The design of everyday things. Basic Books: New York Roald, T. (2007) . Cognition in Emotion: An Investigation through Experiences with Art Editions Rodopi BV: Amsterdam 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.