

<b>ID</b>	3415
<b>Curricular Unit</b>	Emotional Design
<b>Regent</b>	Paulo Noriega
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Understanding the mental processes involved in emotions and their relation products UX;</li> <li>2. Understand the relationship between the emotional component associated with the product relationship and the user preference for the product;</li> <li>3. Apply techniques to evaluate the emotional response and UX of the interaction with products.</li> </ol>
<b>Syllabus</b>	<ol style="list-style-type: none"> <li>1. Subject of study and applications of Emotional Design</li> <li>2. In addition to the functionality: Emotional appeal and irresistible product</li> <li>3. Psychology of emotions: feelings, cognition and brain process</li> <li>4. Categories of emotions</li> <li>5. A multiplicity of dimensions of design and emotion</li> <li>6. Assessment techniques of emotional dimensions in design</li> </ol>
<b>Evaluation</b>	Continuous Assessment: Group work (100%)
<b>Bibliography</b>	<p>Main Bibliography:</p> <p>Eysenck, M. &amp; Keane, T. (2010). Cognitive psychology: a student's handbook. Psychology Press. London.</p> <p>Norman, D.A. (2004). Emotional Design: Why we love or hate everyday things. Basic Books: New York.</p> <p>Additional bibliography:</p> <p>Damásio, A. (1994). O Erro de Descartes. Lisboa: Edições Europa-América.</p> <p>Damásio, A. (2010). O Livro da Consciência. Lisboa: Temas e Debates/Círculo de Leitores.</p> <p>Gleitman, H., Fridlund, A.J., &amp; Reisberg, D. (2009). Psychology. Fundação Calouste Gulbenkian, Lisboa.</p> <p>Nagamachi, M. (1989). Kansei Engineering. Kaibundo Publishing Co. Ltd, Tokyo.</p> <p>Norman, D.A. (2002). The design of everyday things. Basic Books: New York.</p> <p>Roald, 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>