

ID	3821
Curricular Unit	Emotional Design
Regent	Paulo Noriega
Learning Outcomes	<ol style="list-style-type: none"> 1. Understanding the mental processes involved in emotions and their relation products UX; 2. Understand the relationship between the emotional component associated with the product relationship and the user preference for the product; 3. Apply techniques to evaluate the emotional response and UX of the interaction with 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, 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., & 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>