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| <b>ID</b>                | 720                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Curricular Unit</b>   | Emotional Design                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Regent</b>            | Paulo Ignacio Noriega Pinto Machado                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Learning Outcomes</b> | <ol style="list-style-type: none"> <li>1. Objecto de estudo e aplicações do Design Emocional</li> <li>2. Além da funcionalidade: o apelo emocional e a irresistibilidade do produto</li> <li>3. Psicologia das emoções: sentimentos, cognição e processo cerebral</li> <li>4. Categorias de emoções</li> <li>5. A multiplicidade de dimensões do design e das emoções</li> <li>6. Técnicas de avaliação das dimensões emocionais no design.</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, 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, &amp; Reisberg, D. (2009) Psychology. Calouste Gulbenkian Lisbon</p> <p>N agamachi, 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>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> |