

Cím

# Language as a Design Tool

Classroom ☐  
 Studio or workshop ☐  
 External venue ☐  
 Online ☐

Codes M-ID-301-LANG-DESIGN-TOOL

Host MOME Future School

	Type	ECTS	Contact hours	Homework hour	Course type	Semester	Unit
Basic info	Practice	5	48	120	Classwork	2025 Fall	Emergent and Exp.

Recommendation	The course emphasizes how thoughtful language design fosters better communication, collaboration, and overall user satisfaction in interactive systems. By mastering language as a design tool, IxD students will create more intuitive and meaningful digital products.
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Short description	This course explores the strategic application of linguistic principles and storytelling techniques in interaction design. It aims to equip students with the skills to craft clear, effective, and engaging language for user interfaces and experiences.
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Teachers	Name	Contact	Bio	Opening hours
	Szabó, Viktória	viktoria.szabo@mome.hu	<a href="https://www.linkedin.com/in/vikiszabo/">https://www.linkedin.com/in/vikiszabo/</a>	Pre-arranged meetings

Semester schedule	<table> <tr> <th>Course scheduling</th><th>Class appointments</th></tr> <tr> <td>Weekly seminar</td><td>Wednesday, 9.10-10.40</td></tr> </table>	Course scheduling	Class appointments	Weekly seminar	Wednesday, 9.10-10.40
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#	Date	Educational content
1	10 <sup>th</sup> Sep	Introduction - The Power of Language in Interaction Design
2	17 <sup>th</sup> Sep	The Power of Descriptive Language in Visualization
3	24 <sup>th</sup> Sep	Crafting Immersive Experiences Through Language
4	1 <sup>st</sup> Oct	Language as a Shaper of Reality and Perception
5	8 <sup>th</sup> Oct	Building Visual Prototypes with Language
6	15 <sup>th</sup> Oct	Course Week
7	22 <sup>th</sup> Oct	What is a Narrative? Deconstructing the Building Blocks
8	29 <sup>th</sup> Oct	The Art of Telling Stories in Interaction: Techniques and Strategies
9	5 <sup>th</sup> Nov	What is Storytelling Good For? Goals and Outcomes in UX
10	12 <sup>th</sup> Nov	Crafting Storyworlds and Defining Characters in Interactive Systems
11	19 <sup>th</sup> Nov	Communication as Collaboration: Building Shared Understanding
12	26 <sup>th</sup> Nov	Communication as Persuasion and Guidance
13	3 <sup>rd</sup> Dec	The Power of Voice and Tone & Final Project Presentations
14		
15		

Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
	Weekly and bi-weekly homework	Quality of work and pro-activity of student	Ongoing	50
	In-class performance	Quality of work and pro-activity of student	Ongoing	25
	Collect and present all semester deliverables, upload to online space defined in class.	Presence of all deliverables	Show & Tell (KIPAK) week	25

Compulsory readings

Recommended readings

Mitchell, W. J. T. (1994). *Picture theory: Essays on verbal and visual representation*. University of Chicago Press.  
 Manovich, L. (2001). *The language of new media*. MIT Press.  
 Floridi, L. (2014). *The fourth revolution: How the infosphere is reshaping human reality*. Oxford University Press.

Learnings

Knowledge	The critical impact of language on usability, accessibility, engagement, and overall user experience. The concept of "linguistic visibility" and how language can be used to evoke mental images and inform visual design decisions. The fundamental elements of narrative (plot, character, setting, conflict, resolution) and how they can be applied to user journeys.
Skills	Communication, storytelling, critical thinking, presentation. How to articulate design intent and rationale clearly and effectively using linguistic frameworks.
Attitude	To evolve from initial curiosity to growing engagement More analytical perspective Sense of empowerment as students recognize the profound impact of language as a fundamental design tool
Responsibility	Students will develop competence/confidence in backing up their craft and look for new ways of practicing it. Ownership of one's process and iterations.

Exemption

- ☒ Exemption from attending and completing the course cannot be granted,  
☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks  
☐ Some tasks can be replaced by other activities,  
☐ A full exemption can be granted

Curriculum link

Subject	Related courses (parallels)	Merit rate in the subject
Title of the course to be covered	[This course]	
	Another course	
	Third course	

Course prerequisites	Prerequisites in case of elective	Is it available as an elective?

TechPark

	Resources	
Requests	Personal (expert consultation)	
	Tools	
	Materials	
	Space	

Misc. information