

**Degree in Design**

**Course catalogue 2015-2016**

**Summarized version**

**FIRST YEAR, 1<sup>ST</sup> TRIMESTER**

Y1	Y2	Y3	Y4
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Subject area	Code	Subject	Type	ECTS
Methodology	10011	Design Methodology	Core	6
Mathematics	10013	Mathematics for Design	Core	6
Projects	10111	Project Fundamentals I	Compulsory	4
Graphic expression	10112	Principles of Drawing	Compulsory	4

**10011 DESIGN METHODOLOGY**

Design Methodology is a formative and introductory subject. It trains the students as “learners” and “future designers”, offering them the necessary contents for developing skills that go beyond their creative abilities. There is not “a” method for designing, but “methods” for working in a design problem and “different” ways of approaching the design project. For this reason, the subject wants to achieve three main goals: 1 Offer the students a wide range of work methodologies for encouraging their information research and elaboration abilities –either written, visual, empirical or theoretical- and for preparing them for combining individual work and team work; 2. Develop the interpretation and observation ability of the objects that surround us and understand that they are the results of a “design process”. 3) introduce the design vocabulary and its typical procedures to the students, so as they experiment the resolution of a series of problems. For this reason, the subject has an overall approach, and both a theoretical and a practical profile.

**10013 MATHEMATICS FOR DESIGN**

The subject shares with the Science and Technology area, to which it belongs, the goal of acquiring the scientific and theoretical base of the Degree in Design. This area offers the scientific and theoretical support that the projects subjects require. Mathematics is a powerful and necessary tool for understanding and describing the geometric reality of the sheet of paper where we design and the three-dimensional world where we build. In a multidisciplinary work environment as the one that will find the future students graduated in design, the knowledge of this language will enable specific communication with more technical profiles. Geometry and calculus theoretical load are introduced in the lectures using graphic representations through computer tools. Programming skills, which the students will acquire at the same time, will help to reach one of the main goals of any mathematics subject: structure thinking for solving complex problems in an organized way.

**10111 PROJECT FUNDAMENTALS I**

Project Fundamentals I is the first projects subject of the Degree in Design. Project fundamentals are necessary for reading, understanding, interpreting and, finally acting in the environment that surrounds us. It is a first approach for “educating” creativity when imagining new devices. Project Fundamentals 1 is focused in perception, interpreting and understanding of objects, spaces and messages that surround us when we study the image morphology and the objects. This is the reason why it has an overall approach, with both a theoretical and a practical profile, which benefits from different knowledge areas of the study plan and, consequently it is a place of synthesis and integration of different contents of these areas. It is the subject that gives to the profile of the first year student the main skills in the project area. Its multidisciplinary nature implies that it has to be understood both in a unitary and in a flexible

way, as its contents share and refer to the same defined structure but at the same time, it has very diverse applications.

### **10112 PRINCIPLES OF DRAWING**

This subject is the first contact of students with the characteristic elements of drawing and the subject where they will be introduced to the materials and the languages for communicating in a graphic way. Graphic representation as a fundamental analysis and communication tool within the field of design will provide fundamental knowledge that the student will have to apply in all the other subjects. This subject is complementary of the second term subject "form, materials and techniques", where the students learn the comprehension of the environment and its representation systems and codes. The students become familiar with the fundamental concepts of drawing language and to the use of its tools, by developing the structure comprehension of flat forms, volumes and spaces. This is how the students acquire the basic knowledge necessary for interpreting and representing forms according to the systems and established codes. The subject is mainly instrumental and it is divided in 2 blocs: the first one, which is based in freehand drawing exercises (3 credits) and the second one, which is based in the use of computers and vector drawing tools (1 credit).

**FIRST YEAR, 2<sup>ND</sup> TRIMESTER**

Y1		Y2	Y3	Y4
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Subject area	Code	Subject	Type	ECTS
Mathematics	10024	Applied Geometry	Core	6
Graphic expression	10023	Form, Materials and Techniques	Core	6
Projects	10121	Project Fundamentals II	Compulsory	4
Business	10122	Services and Consumer Society	Compulsory	4

**10024 APPLIED GEOMETRY**

Applied Geometry is the initial contact of the student with the normalized codes of technical representation that design uses for communicating. Students will become familiar with the fundamental concepts of flat geometry and dyedric system representation. This subject is combined with the contents of the first term subject "Mathematics for design". It will address the concepts related to polygons, polyhedrons (basics and developed), scale and proportion. The idea is to provide the students with the basic knowledge necessary for interpreting and representing according to the systems and representation codes established. The content of the subject is divided in lectures, practical seminars and guided study. The practical contents are related to the seminar and guided studies.

**10023 FORM, MATERIALS AND TECHNIQUES**

Starting from general knowledge and basic concepts, such as complexity and pragmatism, the subject focuses both in the relation between two dimensions and the volume/space, and its manipulation, understanding and representation. It is a subject-workshop supplementary to "Drawing Principles" that addresses the theoretical topics and devotes time to the correction in class of practical exercises. The students will be required a minimum manual ability, the taste for the shape and beautiful objects, as well as a good deal of observation and curiosity. It is an eminently instrumental subject. During the "seminar" classes there will be tests in bi and three-dimensional forms carried out with specific drawing tools. The "guided studies", which correspond to 1,5 credits, will address aspects related to bitmaps drawing and will require the use of personal computers. In the "guided studies" part, the students will be guided in the utilization of Photoshop as a representation tool. The aim is to provide the students with the basic knowledge necessary for being capable of understanding how the programme works, as well as managing the information correctly and developing graphic representations for being printed or visualized in a screen.

**10121 PROJECT FUNDAMENTALS II**

Project Fundamentals II brings to a higher level the knowledge that has been acquired in Project Fundamentals I and it is focused in the assimilation of procedures that enable to understand and develop the project language from the relation between needs and purposes of the objects, and the interaction between the object and the environment. The subject also introduces the students to the semantic aspects of shape, colour and materials. Likewise Project Fundamentals II, this subject has an overall approach, and both a theoretical and a practical profile, which benefits from different knowledge areas of the study plan and, consequently it is a place of synthesis and integration of different contents of these areas. It is the second subject that provides the first-year student with the main abilities related to the project area.

Its multidisciplinary nature implies that it has to be understood both in a unitary and in a flexible way, as its contents share and refer to the same defined structure but at the same time, it has very diverse applications.

## **10122 SERVICES AND CONSUMER SOCIETY**

The subject shares with the Social Sciences Area, to which it belongs, the fundamental objective of interrelating different branches of humanistic knowledge —economy, architecture, sociology, history, anthropology, art—, for obtaining a cognitive map of the world we live in. The Social Sciences Area provides the theoretical and social knowledge bases that enable the positioning of design projects in a global and historic context. At the same time, its aim is to provide the students with analytic and discursive tools so as they can develop their project task from a critical and innovative point of view. Services and Consumption Society aims to provide tools for interpreting the contemporary society from the knowledge of the different social sciences field, especially cultural studies. The aim is to make the design students aware of the importance of the tools that these areas offer for their professional development, as they will enable a better comprehension of the social interaction processes, which determine the research, production and market contexts where design is developed.

**FIRST YEAR, 3<sup>RD</sup> TRIMESTER**

Y1		Y2	Y3	Y4
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Subject area	Code	Subject	Type	ECTS
Materials	10031	Material and Science	Core	6
Projects	10131	Project Fundamentals III	Compulsory	6
Graphic expression	10132	Objects, Figures and Spaces	Compulsory	4
History	10133	Architecture, Design and Modernity	Compulsory	4

**10031 MATERIAL AND SCIENCE**

The subject belongs to the Materials and Sustainability Area, with which it shares the aim of providing the Degree in Design with a scientific and theoretical base. The Sciences and technological area provides scientific and technical support to the project subjects, so it has to develop all the theoretical aspects of the studies related to sciences and technology. Material and Science introduce the students to the science and materials engineering as base of knowledge for understanding of what, how and why are made the things that surround us. The aim of the subject consists in understanding the importance of material and science in the social development at the same time that the material is understood as an inspiration in the development of projects and products. These material and science concepts will lead us, at the end of the subject, to two key issues in our history: biomimetics and sustainability. The sustainability that our world requires depends on the materials and, obviously, on the development of science. "Material and Science" shows to the students which are the materials and how they have evolved thanks to science.

**10131 PROJECT FUNDAMENTALS III**

Project Fundamentals III is the last first-year subject with a global character. This is the reason why it has an overall approach, with both a theoretical and a practical profile, which benefits from different knowledge areas of the study plan and, consequently it is a place of synthesis and integration of different contents of these areas. Project Fundamentals II is focused in providing useful analysis, evaluation and synthesis methods for understanding the reason why and the way in which objects, spaces and messages that surround them are born. When the students will have understood the functional, psychological, symbolic and cultural needs will be able to use and experiment with the environment, with their creative skills. Its multidisciplinary nature implies that it has to be understood both in a unitary and in a flexible way, as its contents share and refer to the same defined structure but at the same time, it has very diverse applications.

**10132 OBJECTS, FIGURES AND SPACES**

Within the Graphic Expression area, the subject "Objects, Figures and Spaces" reinforces the contents taught during the first term in the subject "Principles of Drawing". Its aim is to develop the ability of drawing freehand objects and human figures related to the space that surround them. Apart from drawing, we work other skills, such as the capacity of observing and analyzing the environment from the future designer's point of view. The subject is mainly instrumental and it is divided in 2 blocs. The first one, which is based in freehand drawing exercises (3 credits), includes the control of three scale drawing related to the human being: the body (anthropometry), the objects of the nearer environment (ergonomics) and the spaces of biggest scale, open and close. The second bloc, "guided studies" (1 credit) is based in the use of

personal computers. In addition, topics related to interactivity and animation will be addressed. This subject is complemented with "Project fundamentals III", as it addresses similar topics and provides a good base for the ideas representation. It is also complemented, to a lesser extent, with the subjects "Material and Science" and "Architecture, Design and Modernity", with the intention to link the four subjects of the third term to enable the students to conceive the knowledge and acquired skills as a whole.

### **10133 ARCHITECTURE, DESIGN AND MODERNITY**

The subject provides the students with a knowledge-base that allows a global understanding of design and its interrelations with the social environment. It analyzes the basic aspects of arts, architecture and design culture, from the second half of the 19th Century until the second decade of the 20th Century. Therefore, this subject addresses the emergence and the consolidation of industrial design as a specific field within the context of Western Europe culture. The topics addressed are structured around three thematic cores, which are fundamental for understanding the specific processes of modern society, which was consolidated with the industrial revolution: industrial production, consumption and art, fetishism of merchandise; rationalism of production and objective perception. Students must have basic skills that guarantee that the activities that will be developed during the subject will be fully accomplished. Specifically, students must have previous fundamentals of contemporary history, of the most relevant historical fact and of the European contemporary thinking. We consider that when the subject starts, the contents will be acquired and the objectives established for the subject "Service and Consumer Society. During the second academic year, the subject will be continued in Architecture, Design and Contemporaneity.

**SECOND YEAR, 1<sup>ST</sup> TRIMESTER**

Y1	Y2	Y3	Y4
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Subject area	Code	Subject	Type	ECTS
Graphic Expression	10211	Analytical Drawing	Core	6
Physics	10221	Physics for Design	Core	6
History	10412	Architecture, Design and Contemporaneity	Compulsory	4
Projects	10311	Projects I (Graphic Communication)	Compulsory	4
	10511	Projects I (Product & Space)		

**10211 ANALYTICAL DRAWING**

This subject deepens in the drawing knowledge and skills of students. It consists of moving up to a second level, where the concept of descriptive drawing appears. The emphasis on the analytical angle provides a contribution to research using graphic representation codes, the description of objects, figures and spaces via reflective drawing and data gathering. The use of sketch books is encouraged as a tool for shaping ideas and gathering data. Understood in this way, this support will be a type of graphic journal in which ideas and details will be sketched.

**10221 PHYSICS FOR DESIGN**

This class is part of the Applied Sciences and Technology and is one of the basic and compulsory classes in this area. Physics for Design presents students with the physical properties of products that are determined by applications as a knowledge base for understanding what, how and why the things surrounding us are made. This subject is perfectly complemented by Matter and Science, in which students will learn about the materials of which products are made, as well as their intrinsic properties.

**10412 ARCHITECTURE, DESIGN AND CONTEMPORANEITY**

Architecture, Design and Contemporaneity is a chronological continuation of the first year class Architecture, Design and Modernity and provide students with a knowledge base suitable for the overall understanding of design and its interrelations with the social arena. The primary objective is the interrelation of different branches of humanist knowledge –economics, architecture, sociology, history, anthropology, art– aimed at obtaining a cognitive map of the world in which we live. The class analyses the basic aspects of art, architecture and design culture, from the 1930s to present. The application of modern language to daily life is studied, as well as brand values, consumption and critical design, in a world witnessing the emergence of cultural concepts and mass communication media, new technologies and sustainability.

**10311 PROJECTS I (Graphic Communication)**

Project I - Graphic Communication is the first approach to the specific discipline of graphic design following the overall orientation that students receive in the first year. Projects I focuses on the initial phases of the design process, in which conceptual and analytical operations take priority. The class aims to provide an overall approach to graphic design languages, which combine highly-diverse fields of knowledge. The idea of narrative takes on a central role. Via exercises, thought and design projects, the objective is to develop the confidence and skills



required to intentionally create and handle shapes and concepts. Students will carry out a series of projects using the visual resources they have learned in the first year and the new resources introduced in this course.

### **10511 PROJECTS I (Product & Space)**

Projects I - Product and Space is an initial approach to the world of three-dimensional objects and spaces following the overall orientation that students received in the first year. The subject focuses on the initial phases of the design process, in which conceptual and analytical operations take priority. The class provide an approach to processes for designing objects and spaces, which combine diverse knowledge under a single denominator. The idea of narrative takes on a central role. Via exercises, thought and design projects, the objective is to develop the confidence and skills required to intentionally create and handle shapes and concepts.

**SECOND YEAR, 2<sup>ND</sup> TRIMESTER**

Y1	Y2	Y3	Y4
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Subject area	Code	Subject	Type	ECTS
Graphic Expression	10221	Drawing for Representation and Interpretation	Core	6
Graphic Expression	10222	Digital Laboratory	Core	6
Projects	10321	Projects II (Graphic Communication)	Compulsory	4
	10521	Projects II (Product & Space)		
Techniques	10322	Techniques I (Graphic Communication)	Compulsory	4
		Techniques I (Product & Space)		

**10221 DRAWING FOR REPRESENTATION AND INTERPRETATION (D2B21)**

This subject consists of two different, albeit complementary, subject-based blocks which have the same weights in the course: colour and image. Colour is handled as a component that designers use to create communicational items. Students learn about sensorial, expressive and experimental aspects of this discipline. Image is handled via analogue and digital supports and visual phenomena applicable to design are used to aid in understanding. There is a significant level of ‘hands-on learning’ by experimenting with concepts related to images, their treatment and communication levels.

**10222 DIGITAL LABORATORY**

This class is related to new technologies and will provide an essential angle to the overall education of students. The subject is intended to introduce students to the management of computer resources and their transversal nature. It consists of two different yet complementary subject-based blocks: 2-dimension application programs and others for rendering and modelling 3-dimensional surface areas. Both blocks have the same weight in the class. 2-dimensional programs work with vector drawing and interactivity and managing web contents. 3-dimensional programs resolve approaches to virtually-represented objects and spaces. This class is held in the computer lab. Its objective is to educate students on computer tools, both technically and with regard to expression and representation, with the aim of optimising students' creative and productive processes. This subject combines the learning of different computer programs, Rhinoceros + Vray, Illustrator II, InDesign and Web environment and their individual treatment to learn their tools with the typical exercises of each program, plus a structuring work or exercise to conjugate the different programs in a single result based on a publication.

**10321 PROJECTS II (Graphic Communication)**

The Project II - Graphic Communication is outlined as a more in-depth approach to the basic structural elements of graphic design: composition, typography and colour, lending special attention to typographic grids as a criterion to integrate these basic elements. In this class, students will use the knowledge they obtained about narrative tools and the design project methodologies taught in Project I to execute projects. These projects will use the basic structural elements of graphic design will be brought together to shape a specific message with outlined a priori objectives. Projects and exercises turn around the transformation of unformatted concepts and/or texts into an applied graphic communication. Students also come into contact with technological aspects for the first time that are related to producing the project results using both digital and analogue supports and formats.

**10521 PROJECTS II (Product & Space)**

Projects II - Product & Space is outlined as an in-depth approach to the basic structural elements of three-dimensional design (parts and how they are joined together, structural simplicity and complexity). In this class, students use the knowledge they obtained in Project I. Particular attention is paid to composition as a criterion to tie together all of these basic elements to shape a specific message with a priori objectives that are outlined by the students. The projects and exercises are centred on the transformation of forms and/or materials with a highly-empirical nature. Students also come into contact with technological aspects for the first time that are related to producing the project results, using both digital and analogue supports and formats.

**10322 TECHNIQUES I (Graphic Communication)**

The subject of Techniques I is framed within the educational profile of 2-D graphic communications. Along with Techniques II, it establishes a specific itinerary in knowledge of fonts and their usage in the graphic design project process. The subject deals with fundamental concepts about knowledge of fonts, how they are used as a communication tool in multiple environments and more expressive applications. Students will be able to understand: a) the communicative potential of calligraphy and know how to apply it according to the project needs; b) the structure of alphabetic shapes and compositional modules. There will also be an immersion into typographic vocabulary, the parts of script, typography families and their classification. In the supervised study section, students will use software (In-Design) as a working tool. They will obtain the basic knowledge necessary to be able to understand how the program operates and develop projects that require using composition with texts. Students will do hands-on work with text composition and will sketch the most representative alphabetic forms: capital letters, Caroline script and italics.

**10522 TECHNIQUES I (Product & Space)**

Techniques I is the continuation of Matter and Science and Physics for Design. Its aim is to deepen technological aspects of the design process and to introduce students to the symbolism and values that can be suggested by products, starting from the materials of which they are made and the manufacturing processes that define them. The contents and exercises lead to students being able to analyse an object at course-end starting from the materials and processes that comprise it using a suitable lexicon and well-organised and plausible reasoning. This class is eminently practical, aiming to complement students' existing knowledge.

**SECOND YEAR, 3<sup>RD</sup> TRIMESTER**

Y1	Y2	[REDACTED]	Y3	Y4
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Subject area	Code	Subject	Type	ECTS
Graphic Expression	10231	Drawing for Design	Core	6
Chemistry	10431	Sustainable Processes and Products	Compulsory	6
Projects	10331	Projects III (Graphic Communication)	Compulsory	4
	10531	Projects III (Product & Space)		
Techniques	10332	Techniques II (Graphic Communication)	Compulsory	4
		Techniques II (Product & Space)		

**10231 DRAWING FOR DESIGN**

This subject is an advanced approach to drawing as a tool for designing, representing and proposing ideas. It consists of moving onto a third level in which drawing is a creative and fully-conceived process. This emphasis on the conceptual angle contributes to the creation process by using graphic representation codes, as well as the description of objects, figures and spaces. Drawing concepts entail creating and imagining information in the brain and its subsequent representation. Another aspect to handle is the ability to bring together data that appear in very different contexts. Representation options that contribute a personal style are evaluated as well. The use of sketch books is encouraged as a tool for shaping ideas and gathering data.

**10431 SUSTAINABLE PROCESSES AND PRODUCTS**

Sustainable Processes and Products is an introductory class whose aim is to provide an environmental outlook of the design process. Its main objectives are: Provide a transdisciplinary perspective to the execution of design projects; Develop a multifaceted view of design; Integrate environmental demands in executing design projects; Learn basic methodological aspects and concepts related to eco-design; Incorporate the idea of lifecycle into project execution; Learn basic environmental analysis tools to evaluate design projects. This class is eminently practical, aiming to complement students' existing knowledge with an environmental outlook.

**10331 PROJECTS III (Graphic Communication)**

The Project III course in Graphic Communications is the final experience of year two, a time when students are ready for maturity and synthesis. Project III aims to incorporate and apply all essential parameters for an initial definition of a more complex and long-term graphic project. The design project sequence of the two previous quarters lend themselves, due to their nature, to a high degree of integration and transfer of skills that can strategically converge into a richer and more complete final experience. This course starts with an existing communication media that can pose new needs with regard to design. Students will have to identify the media in question, analyse it, detect improvable points and plan and execute a redesign of this means both on analogue and digital supports. Through this design project, students will put both their critical and analytical abilities to the test, as well as their creative and generative skills. In addition to aspects related to forms and contents, they will deepen knowledge on digital and analogue production issues, learning the essential differences between them. Students must demonstrate mastery of the discipline's basic specific vocabulary when presenting partial and final results, as well as justifying the decisions taken.

**10531 PROJECTS III (Product & Space)**

The Project III course in Product and Space is the final experience of year two, a time when students are ready for maturity and synthesis. Projects III leads to a more advanced stage than Projects II, namely the assimilation of the processes that let students define a more complex product and space project with a high degree of integration and transfer of skills that converge into a richer and more complete final experience. A project is assigned for a micro-architecture, in which furniture and space are fully integrated. Students must resolve the integration between space, connecting areas and functions. In addition to aspects related to shapes and contents, students will delve deeper into construction issues, understanding the importance of the idea of 'finished' with regard to the meaning of a space.

**10332 TECHNIQUES II (Graphic Communication)**

Techniques II (Graphic Communication) is framed within the educational profile of 2-D graphic communications. It continues the education started in Techniques I. Together; they represent a specific journey through knowledge about typography and its use in graphic design projects. The class continues to educate students in the fundamental concepts about knowledge of letters and fonts, how they are used as communication tools in multiple environments and more expressive applications. The aim is for them to be able to understand the communicative potential of calligraphy and know how to apply it according to the project needs. In the 'supervised study' section, students will use software (Indesign / Illustrator) as a working tool. They will obtain the basic knowledge necessary to be able to understand how the program operates and develop projects that require using typography. Two types of exercises will be done, the first group on functional typography and the second on more expressive typography. In Functional typography students work on typography applications in publishing designs, identity design, audiovisual / interaction and representation of information. In Expressive typography students work on typography applications in more expressive fields such as: composition, morphological knowledge and the use of colour.

**10532 TECHNIQUES II (Product & Space)**

Techniques II (Product and Space) is a continuation and complement to Physics for Design and Techniques I, whose aim is to handle more advanced technological aspects in the design process. The objective is to introduce students to finishing processes for materials, in joining and construction systems used with these materials and the production processes that define them. An important part of the course is based on lighting systems, which plays a leading role in the final project for the class. The contents and exercises lead to students being able to analyse an object at course-end starting from the materials and processes that comprise it, using a suitable lexicon and well-organised and plausible reasoning. This class is eminently practical, aiming to complement students' existing knowledge.

**THIRD YEAR, 1<sup>ST</sup> AND 3<sup>RD</sup> TRIMESTER\***

**Compulsory courses**

Y1	Y2	Y3	Y4
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Subject area	Code	Subject	Type	ECTS
Projects	10601	Overall Project I	Compulsory	4
Business	10602	Product, Context and User	Compulsory	4
Language	10603	Academic Uses of Specific Terminologies in English I	Compulsory	4
Business	10604	Design, Economy and Business	Compulsory	4
Business	10605	Design Management	Compulsory	4

\* These subjects are offered both in the 1<sup>st</sup> and 3<sup>rd</sup> trimester. Full time students decide when they prefer to pick them.

**10601 OVERALL PROJECT I**

Overall Project I is the mainstay of students' obligatory courses in the third year. For the first time, they approach the creation and completion of a multidisciplinary project. Throughout the project design experience in year two, students acquired basic skills for developing the specific conceptual and formal aspects of a project for Graphic Communication or Product and Space. Now, project variables and boundaries are increased to also include knowledge and processes from the other courses in the curriculum. In parallel to their specific training in their specialities, students are requested to inculcate a cross-cutting vision of all disciplines studied. The subject is focused on methods for analysing, synthesising and resolving design problems that encompass the three disciplinary areas –communications, product and space– with special emphasis given to usability issues. In this regard, ergonomics and interaction design are priorities. Via exercises and project-based assignments, the objective is to develop the skills needed to understand and undertake a complete project. Students will execute two complete projects using the resources they have learned in their first two years and the new knowledge that will be introduced in this course.

**10602 PRODUCT, CONTEXT AND USER**

Product, Context and User is within the Social Sciences division and complements students compulsory year-three courses, contributing competences related to understanding the consumer society and its users, as well as the ability to analyse the usage context. Professional designers will be taught to observe users in modern-day social and financial settings and to shape and create new products, spaces and services stemming from their observations, as well as participating with other professionals in the technical development and product launch phases. The approach taken throughout the course is design from anthropological, social, cultural and financial perspectives, taking the globalised reality in which we live into account but, in parallel, pointing out the specificities typical of the context in which a project must be developed. Via exercises and observation tasks, the objective is to develop the competences needed to understand and analyse the material culture surrounding us.

**10603 ACADEMIC USES AND SPECIFIC TERMINOLOGY IN ENGLISH I**

This course is designed to help students acquire the necessary skills and vocabulary to participate in workshops and seminars in English. The course will have a communicative focus, permitting students to explore and implement strategies and language for effective comprehension and interaction in academic and professional contexts. Vocabulary specific to

participants' degree programmes will be presented and strategies for acquiring this technical vocabulary will be introduced and practiced. It is essential that participants practice skills outside of class, making use of the multitude of English language resources available. Resources for practice appear below. It is recommended that participants have an upper-intermediate level of English (B2.1) in order to fully benefit from the course.

#### **10604 DESIGN, ECONOMY AND BUSINESS**

The aim of this course is to provide students with the knowledge they need to understand the economic phenomena that shape the reality of contemporary society. In this increasingly fluid and complex context is necessary to have a basic understanding of the economy to thus grasp the most relevant problems of the globalised world. Via conceptual tools typical of economic science, as well as the skills developed through a wide range of proposed activities (debates, role plays, presentations...), the course will achieve two goals: developing a well-reasoned viewpoint about current events and the modern world for being discerning and responsible citizens; understanding design's relationship to a specific social, economic and political setting, thus incorporating a further added value to the future professional work of the students.

#### **10605 DESIGN MANAGEMENT**

Systematisation in design management increases the chances of obtaining successful and competitive results. This makes it essential to train designers in this discipline so that they can carry out and manage the design process suitably and efficiently. The aim of the course is to present the importance of design management and develop students' skills in project management. The final objective of the course is for students to be able to identify and create conditions in which they can propose, compare and promote design projects. The course also handles issues related to project management, such as negotiation and conflict resolution, laws and regulations applicable to different design disciplines. Basic administrative and tax issues of design as a business activity will be discussed and commented on. The legal framework in force will also be introduced surrounding issues related to design. There will also be debates about the changing role of design in business and the level of adoption of this discipline by companies and institutions. The concept of design as a key factor in business strategy and the emerging relations between innovation and design will be presented, which will be taken up again in the compulsory 4th year course entitled 'Innovation' and handled in greater depth.

**FOURTH YEAR, 1<sup>ST</sup> TRIMESTER**

**Compulsory courses**

Y1	Y2	Y3	Y4
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Subject area	Code	Subject	Type	ECTS
Projects	10701	Overall Project II	Compulsory	4
Business	10702	New Social and Business Models	Compulsory	4
Language	10703	Academic Uses of Specific Terminologies in English II	Compulsory	4
Sociology	10704	Technology, Interaction and Society	Compulsory	4
Business	10705	Innovation	Compulsory	4

**10701 OVERALL PROJECT II**

This subject focuses on service design, an emerging discipline which aim is to create and define a range of services focusing on tangible and intangible elements. Service design draws on methods and techniques from product design and interaction, as well as social science methodologies. In the subject, the students will work in groups, developing the definition and communication of a service plan within a systemic logic, taking into account all interrelationships between the interested parties –users or customers, suppliers and other parties involved– as well as the tangible and intangible aspects of the service.

**10702 NEW SOCIAL AND BUSINESS MODELS**

The current business situation gives design a pre-eminent role in its strategies. Professional training for designers cannot ignore the need to adopt a level of knowledge of the key elements of business strategy, its decision-making processes and the way in which design can add value to production and exchange systems. Designers must be capable of harmoniously integrating their attitude in the business contexts where design takes on economic importance. The objectives put forward in the subject are, therefore: knowledge of the basic concepts of the business world; the acquisition of notions allowing optimum communication with businesses with a view to developing design projects, and training to be capable of responding as designers to the needs of organisations nowadays concerning design. These aims are pursued through an integrated process of absorbing, generating, reflecting on and applying knowledge, adopting a high-impact educational approach in order to achieve them.

**10703 ACADEMIC USES AND SPECIFIC TERMINOLOGY IN ENGLISH II**

This course builds upon the skills and strategies acquired in Academic Uses and Specific Terminology in English I presenting more specialised contents related to presenting work and preparing for the job market. The objective of the course is for students to acquire the necessary skills and strategies to organize and present materials that effectively represent their work and professional character. The focus of the course is on the creation of a portfolio seen not as a simple container for students' work but as a design project in itself, which captures interest and offers a window into students' creative and technical potential.

**10704 TECHNOLOGY, INTERACTION AND SOCIETY**

This subject, which is based on the previous knowledge acquired in “Consumer Services and Society” and “Product, Context and User”, has an initial general objective shared with the whole Social Sciences Area: interrelating diverse branches of humanist knowledge –economics, architecture, sociology, history, anthropology, art and technology– in order to obtain a cognitive



map of the world we live in. The Social Sciences Area is also responsible for providing the theoretical basis and social knowledge allowing design projects to be form part of a global and historical context. Alongside this, the intention is to provide students with analogue and discursive tools so they can do their project work from a critical, innovative point of view. The subject provides design students with a knowledge base suitable for an overall understanding of the genealogy, functions and projections of technology in a social context. It analyses the main theories of the interpretation of technological phenomena applied to various contexts, such as production, politics, communication and creativity, from the second half of the 19th century to present. That means it studies the emergence, establishment and spread of technologies in the industrial, sociocultural and psychological imaginations of modern capitalism. More specifically, the subjects dealt with are structured around three core topics, fundamental for understanding the processes involved in a modern society that became consolidated with the industrial revolution and expanded with the post-industrial revolution: standardisation, socialisation and subjectification of modern communication and production techniques.

### **10705 INNOVATION**

This subject deals with the concept of Innovation, defined as the introduction of a product, service or process to obtain success in a market or to achieve improvements in the social sphere. The idea of this subject is to provide students with a series of strategic tools for finding and developing innovation opportunities based on a conceptual approach, at both individual and group level. The subject explores the field of innovation in general and, more specifically, design-driven innovation, an innovation strategy different from classical innovation strategies and a long way from purely technical and marketing innovation, focused on people and on the creation and discovery of new meanings for products and services.

**THIRD YEAR, 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> TRIMESTER**

**FOURTH YEAR, 2<sup>nd</sup> TRIMESTER**

**Mentions**

Y1

Y2

Y3

Y4

### **Elective Subjects and Mentions**

Starting in the 2015-16 year, third-year elective subjects will be grouped as Mentions. The ELISAVA Degree in Design offers students the possibility of choosing one of the following mentions:

- Mention in Graphic Design
- Mention in Digital Interaction
- Mention in Product Design
- Mention in Spatial Design

Each of the four mentions comprises:

- a) **Speciality subjects** (4 ECTS credits) in which, above all, the students acquire specific instrumental skills essential for mastering the work-experience aspects of the mention.
- b) **Elective subjects** (12 ECTS credits) in which the students acquire project skills developed in different fields or case studies in each subject.

**Below follows a list of the subjects offered in each Mention.**

**MENTION: GRAPHIC DESIGN**

**3<sup>rd</sup> year**

**Graphic Design - Overview**

1 trimester	Cr.	2 trimester	Cr.	3 trimester	Cr.
Graphic Communication I	4	Graphic Communication I	4	Graphic Communication II Graphic Techniques II  Identity and Brand	4 4  12
Graphic Techniques I	4	Graphic Techniques I	4		
Publishing	12	Graphic Communication II	4		
		Graphic Techniques II	4		
		Publishing	12		
		Identity and Brand	12		
		Advertising	12		

This mention focuses on design environments where graphic communication is developed on conventional analogue media (paper, wood, metal, etc.) and interaction on the part of the user is basic and usually passive in relation to the information obtained and the forms of presenting it.

**Graphic Design - Detailed programme, 3<sup>rd</sup> year**

1 trimester	ECTS	Scheduled
Graphic Communication I	4	Mornings
Graphic Techniques I	4	Mornings
Publishing	12	Mornings

2 trimester	ECTS	Scheduled
Graphic Communication I	4	Afternoons
Graphic Techniques I	4	Afternoons
Graphic Communication II	4	Mornings
Graphic Techniques II	4	Mornings
Publishing	12	Afternoons
Identity and Brand	12	Afternoons
Advertising	12	Afternoons

3 trimester	ECTS	Scheduled
Graphic Communication II	4	Mornings
Graphic Techniques II	4	Mornings
Identity and Brand	12	Mornings

## **Graphic Design - Speciality subjects**

### **GRAPHIC COMMUNICATION I, II AND III**

The subjects reflect on the use of the written word as a means of knowledge transmission, both in form and content. Through calligraphy, typography and speech, techniques will be investigated to shore up the semantic and visual aspects of the written language.

### **GRAPHIC TECHNIQUES I, II AND III**

The subject areas consider tools for graphic production on different media and formats for both small runs and major productions. A reflection and implementation from planning phase to printing and binding is planned.

## **Graphic Design - Elective subjects**

### **PUBLISHING**

Publishing Design plans for the present and future of a specialisation with centuries of history, which is currently experiencing momentous events. Understanding the origins of printing and publishing will let students point out ways for them to survive in a world that is dominated by new technologies and that requires a questioning of the means and publications in the printed press. Subjects on project design and techniques will centre on developing designs resolved with conventional mediums while, in parallel, trying to speculate on and innovate with respect to publishing production in the digital world.

### **IDENTITY AND BRAND**

Identity and Brand Design is closely connected to organisations' objectives, brand needs, the environment in which they are expressed, the target markets they are addressed to and other determining factors. The aim of the module is for students to acquire the skills necessary to be able to develop corporate identities in the future that are consistent and coherent with organisations' needs, from a global perspective. The contents range from the concept of branding to developing corporate identity manuals, as well as techniques for applying design elements.

### **ADVERTISING**

The course reflects on the current consumption system and questions its mechanisms and economic, social and cultural results, with the aim of understanding advertising as a discipline that is much more complex than merely producing adverts. In projects, students will plan and create an advertising campaign and develop all pieces in each of the present and future media, both *below* and *above the line*.

**MENTION: DIGITAL INTERACTION**

**3<sup>rd</sup> year**

**Digital Interaction - Overview**

1 trimester	Cr.	2 trimester	Cr.	3 trimester	Cr.
Publishing	12	Communication of Interaction Design I	4	Communication of Interaction Design II Technology of Interaction Design II Visual Narratives	4 4 12
		Technology of Interaction Design I	4		
		Publishing	12		
		Visual Narratives	12		
		Interaction	12		

The digital interaction mention focuses on visual communication-design environments in which new technologies play a fundamental role both in design media (PCs, tablets, mobile phones, motion capture, etc.) and in the relationship between user and means of communication, the former being a critical actor in the way information and images, etc., are presented and organised.

**Digital Interaction - Detailed programme, 3<sup>rd</sup> year**

1 trimester	ECTS	Scheduled
Publishing	12	Mornings

2 trimester	ECTS	Scheduled
Communication of Interaction Design I	4	Mornings
Technology of Interaction Design I	4	Mornings
Publishing	12	Afternoons
Visual Narratives	12	Mornings
Interaction	12	Mornings

3 trimester	ECTS	Scheduled
Communication of Interaction Design II	4	Mornings
Technology of Interaction Design II	4	Mornings
Visual Narratives	12	Mornings

## **Digital Interaction - Speciality subjects**

### **COMMUNICATION OF INTERACTION DESIGN I, II AND III**

The subjects work on the narrative, semantic -and formal- content resources with which digital interaction projects are expressed. Students will be given the tools to develop communication in various media, with a focus on the global content of the message.

### **TECHNOLOGY OF INTERACTION DESIGN I, II AND III**

The coursework provides the students with digital tools for the creation of narrative and interactive elements. Both in audiovisual media and interactivity and information design, work will be done on digital resources for the development of communication projects.

## **Digital Interaction - Elective subjects**

### **PUBLISHING**

Publishing Design plans for the present and future of a specialisation with centuries of history, which is currently experiencing momentous events. Understanding the origins of printing and publishing will let students point out ways for them to survive in a world that is dominated by new technologies and that requires a questioning of the means and publications in the printed press. Subjects on project design and techniques will centre on developing designs resolved with conventional mediums while, in parallel, trying to speculate on and innovate with respect to publishing production in the digital world.

### **VISUAL NARRATIVES**

In modern times, we have multiple means and formats based on communication on screens. From the most conventional media like television, as well as videogames and outside spaces, to smartphones and tablets, all use the screen as a media relationship between the information viewers and users. This information or content requires the intervention of designers at aesthetic and technical levels, in areas including animation and interaction. Thus, this subject introduces the areas of knowledge, design criteria and technical handling of these concepts, in a field that is increasingly in demand.

### **INTERACTION DESIGN**

This subject is based on conceptualising and developing interactive design projects in a web environment until a project is attained that defines the relationship between users and the interactive system. Information architecture will be the starting point, which encompasses issues of classifying information and browsing through information spaces, until reaching the level of micro-interaction. The course will also provide the basic content, tools and information-design criteria in a way that enables their own designs to help improve the public's capacity for perception, cognition and attention in order to maximum the effectiveness of the results.

**MENTION: PRODUCT DESIGN**

**3<sup>rd</sup> year**

**Product Design - Overview**

1 trimester	Cr.	2 trimester	Cr.	3 trimester	Cr.
Product Communication I	4	Product Communication I	4	Product Communication II	4
Product Technology I	4	Product Technology I	4		Product Technology II
		Product Communication II	4		
		Product Technology II	4		
Tools and Personal Accessories	12	Tools and Personal Accessories	12		
Interior Equipment	12	Interior Equipment	12		
		Experimentation and Product	12		
		Mobility and Transport	12	Mobility and Transport	12
		Packaging	12	Packaging	12

This mention focuses on design of objects, tools and equipment for human use, generally mobile or transportable, both in limited-run craft productions and large industrialised series.

**Product Design - Detailed programme, 3rd year**

1 trimester	ECTS	Scheduled
Product Communication I	4	Mornings
Product Technology I	4	Mornings
Tools and Personal Accessories	12	Mornings
Interior Equipment	12	Mornings

2 trimester	ECTS	Scheduled
Product Communication I	4	Mornings / Afternoons
Product Technology I	4	Mornings / Afternoons
Product Communication II	4	Afternoons
Product Technology II	4	Afternoons
Tools and Personal Accessories	12	Mornings
Interior Equipment	12	Afternoons
Experimentation and Product	12	Afternoons
Mobility and Transport	12	Afternoons
Packaging	12	Afternoons

3 trimester	ECTS	Scheduled
Product Communication II	4	Afternoons
Product Technology II	4	Afternoons
Mobility and Transport	12	Mornings
Packaging	12	Afternoons

## **Product Design - Speciality subjects**

### **PRODUCT COMMUNICATION I, II AND III**

The coursework provides tools to communicate a product- and industrial-design project on analogue and digital media in 2D, 3D and prototypes. Communication is considered as a means of expressing a project to a client, industry or competition panel of judges, while also being understood as an essential tool for developing the project and conveying its values.

### **PRODUCT TECHNOLOGY I, II AND III**

These subject areas must provide students with the knowledge and vision of a set of basic manufacturing techniques and processes that will enable them to conceptualise products with a solid and coherent basis. In order to create industrially viable product designs, it is necessary to introduce these aspects in initial project phases as key decisions that will impact both formal development and the mechanical solutions, unions and assemblies of the different parts that comprise any given product.

## **Product Design - Elective subjects**

### **PACKAGING**

This subject provides the tools to design packaging by taking all necessary factors into consideration when conceptualising and creating it, both at creative and technical levels. Packaging planning and production are conceived as a part of the process that ranges from raw materials to recycling, considering aspects as broad as usability, graphic applications, visual communications and reuse. This definition proposes control of the different design phases, as well as the ability to select all materials and different production technologies.

### **TOOLS AND PERSONAL ACCESSORIES**

Tools and Personal Accessories studies the objects that can be employed to expand and improve human skills, which involve individual use and are directly related to a part of the body. Projects will be developed in an extensive repertory that can range from silverware and kitchen utensils, a torch or a watch, to a helmet, eyeglasses, shoes, a remote control, screwdriver or any other electric-hand tool. Objects will also be included that we use in an area or space that go beyond a simple qualification as tool, in which technological complexity is an essential part of the project, such as televisions, vacuum cleaners, cash points, a kitchen robot or interphone.

### **INTERIOR EQUIPMENT**

Interior Equipment centres on objects in the home defined with current needs as a starting point, which stem from new social models and new ways of living. The project will handle furniture, toilets, lighting, kitchen appliances, with a special sensibility given to symbolic and communicative issues, and the relationship between space and environment.

Importance will be given to incorporating new technologies and new materials, implementing domotics, universal accessibility and the creative and technical response for implementing leisure spaces and workspaces in homes.

### **MOBILITY AND TRANSPORT**

The subject focuses on an overall understanding of mobility management in the framework of the territory, product, and user equation. Students will analyse and work on systems of integration, accessibility, communicability and portability in an increasingly interrelated social and services environment, considering changes in the paradigms of public space, urban



furniture, modern communications and the transformations of production, transport and leisure spaces. Mobility and Transport design is approached from the premise that current means of transport may not be the most efficient for resolving present and future mobility needs. In this regard, transport design is outlined as the generation of mechanisms for human mobility, where different vehicles are the responses to a wide range of different problems. Project assignments will centre on topics ranging from the complexity of briefings to the formal and technological resolution of the products that are designed.

### **EXPERIMENTATION AND PRODUCT**

Experimentation and Product proposes an exploration of new emerging and hybrid design techniques, including neo-craftsmanship, digital production, generative design and other experimental tendencies for object production. An analysis of new approaches for product design is also planned, taking into account the usage context, product semantics and emotional factors, going beyond mere efficiency and utility, developing strategies for emotional design.

Likewise, studies will also be performed where users participate actively in the design, production, digital production, the distribution of goods and products, proposing alternative structures to current tendencies in the production and consumption chain.

**MENTION: SPATIAL DESIGN**

**3<sup>rd</sup> year**

**Spatial Design - Overview**

1 trimester	Cr.	2 trimester	Cr.	3 trimester	Cr.	
Spatial Communication I	4	Spatial Communication I	4	Spatial Communication II	4	
Spatial Design Techniques I	4	Spatial Design Techniques I	4			Spatial Design Techniques II
Spatial Narratives	12	Spatial Communication II	4			
		Spatial Design Techniques II	4			
		Spatial Narratives	12			
		Contract	12	Habitat	12	

This Mention approaches Design of physical environments for human use, both inside existing structures and in outdoor spaces, awarding special importance to narrative, perceptive and physical elements.

**Spatial Design - Detailed programme, 3rd year**

1 trimester	ECTS	Scheduled
Spatial Communication I	4	Mornings
Spatial Design Techniques I	4	Mornings
Spatial Narratives	12	Mornings

2 trimester	ECTS	Scheduled
Spatial Communication I	4	Mornings
Spatial Design Techniques I	4	Mornings
Spatial Communication II	4	Mornings
Spatial Design Techniques II	4	Mornings
Spatial Narratives	12	Mornings
Contract	12	Mornings

3 trimester	ECTS	Scheduled
Spatial Communication II	4	Mornings
Spatial Design Techniques II	4	Mornings
Habitat	12	Mornings

## **Spatial Design - Speciality subjects**

### **SPATIAL COMMUNICATION I, II AND III**

The coursework provides tools to communicate a spatial project on analogue and digital media in 2D, 3D and models. Communication is considered as a means of expressing a project to a client, builder or competition panel of judges, while also being understood as an essential tool for developing the project and conveying its values.

### **SPATIAL DESIGN TECHNIQUES I, II AND III**

The subjects will work on the elements that configure a space, from materials to building techniques, systems and types. Work will also be done on environmental comfort and lighting as a basic aspect of spatial design.

## **Spatial Design - Elective subjects**

### **CONTRACT**

This module handles the design of consumption, work and leisure environments with an innovative approach is proposed with respect to the current context, which makes it necessary to 'rethink' our ways of understanding the market and the means of production. The type of commission, the scale of the project and equipment involved all take on particular importance in the project, as well as usability both by workers and users of the space, particularly centred on a post-Ford conception of production systems.

### **SPATIAL NARRATIVES**

The course will reflect on the ability of space to narrate and communicate messages, values, memories, etc. Projecting an exhibition, a set or an event means planning an ephemeral space in which the specificity of audiences and the group experience are essential issues to take into account. It is precisely the ephemeral nature of an exhibition space that makes it possible to convert it into a platform for both spatial and material experimentation, letting students investigate and propose new uses and new systems. In parallel, the spatial narratives design project is characterised by clearly differentiating between the client who wishes to convey the message –whether this is a company, brand, institution, communications agency or individual– from its recipients and users, the public. This course aims to resolve relationships between the object / message exhibited and the space, in different possible formats: events, presentations, exhibitions, display windows, performances, etc.

### **HABITAT**

The aim of the module is to reflect on habitat beyond purely biological-functional needs, to also take an interest in psychological and phenomenological examples and in the space's usage and symbolic values. Habitats understood as complex systems that heed new social models, which are projected into the future and take the importance of scale into account, from the home to the neighbourhood and the city.

Special emphasis will also be placed on all technical knowledge needed to construct the habitat at different scales, from the structure of the whole to reducing demands for resources like water, energy, materials and waste.