

Academic Year 2020–2021

FORMAT AND EVALUATION CRITERIA

DEGREE FINAL PROJECT

Multidisciplinary Integration

1. Format of the Final Project

Theme choice; project typology

The project's theme shall be linked to design management. Even though the student can succeed in formalizing the proposed product/service, the most important part of the evaluation shall be the decisions made based on the defined strategy and operations regarding the project management.

2. Evaluation Criteria

The Final Project's evaluation will be based on the following parts:

1. Project guidelines and analysis

- ↗ Conceptual, inspiration, intuitions, interests and proposal strategy analysis, critical view and ability to ask the right questions, objectives and justification of the project proposal.
- ↗ Appropriate use of written expression and orthography.
- ↗ Ability to create a personal discourse from the analysis and the contributions of other authors.
- ↗ Adequate Bibliography citation.
- ↗ Possibility of suggesting experimental, social and/or commercial projects, whenever a design methodology is applied.

2. Proposal

- ↗ Resolution of the proposal, coherence, relationship with the environment, conceptualization, ability to take risks, level of complexity of the proposal, student's position towards the project.
- ↗ Quality of the proposal technical resolution.

3. Materiality

- ↗ Coherent use of the tools used in the formalization of the project.
- ↗ Evaluation of the prototype production's management, taking into account its complexity (depending on its typology and components).

4. Project representation

- ↗ Care in the final formats, both in the design presentation and the report.
- ↗ Communication of the written proposal. Graphics, graphic unity.

5. Final project defense in front of a tribunal

- ↗ Oral communication of the design.
- ↗ Ability to summarize and selection of the most representative and remarkable material of the design.