

Course Syllabus for Degree in Desing

Name of the subject	Project basis
Year	1st
Mention	All
Teaching staff name	Isona Ten
Number of credits ECTS	4
Language of instruction	English

Description of the subject / Objectives

subject proposes a double and complementary approach to the basic operative principles that guide and articulate the design activity: on the one hand, it covers their instrumental character to generate the "modus operandi" of the activity itself, and on the other it stimulates reflection on the use and the opportunity that protects them in a specific framework of action.

Prerequisites established in the Study Plan

Students should be able to:

1. Master the methodological instruments that allow them to approach project activity.
2. Organise a research project, regardless of the subject in question.
3. Master the techniques that exist to express in a simple way what they want to show. A language adapted to each type of presentation and the use of the most appropriate materials for each type of presentation.

Necessary prior knowledge

Not required

Competences and Learning Outcomes

Not required

Content

Basic operating principles of design activity:

- Design methodologies.
- Techniques and instruments of design activity.
- Analysis of background and references.

Teaching methodology

Through practice and problem solving, theory will be discovered and assimilated.

EVALUATION- Training activities

What is evaluated?

Ability to differentiate the parts and timing of the project.

Be able to make transformational decisions and ideas.

Know how to limit decisions.

Encourage innovation and creativity.

Ordinary and Extraordinary Calls

Evaluation in ordinary call (continuous evaluation)

0% - Free project (no grade, but must be submitted, otherwise it will be graded as NP)

20% - Design thinking

15% - Christmas tree

15% - Egg

05% - References and background information

05% - Computer mood board

05% - Physical mood board

10% - Double Diamond

15% - Creativity

10% - Attitude

According to the school's general evaluation regulations, in order to pass the course, all assessable elements must be submitted and must obtain a minimum grade of 4 to be averaged. If any element is not submitted, its grade will be an NP ("no presentado" not submitted) and the final grade for the regular exam period will also be an NP.

If any of the assessable elements do not reach a grade of 4, the final grade for the course will be evaluated as an NA. In both cases, the course cannot be passed during the regular exam period, and the student will have to take the extraordinary exam period according to the following point.

Evaluation in extraordinary call

Students who do not pass the course in the regular session at the end of the class period may present themselves for the extraordinary recovery session, the dates of which are indicated in the academic calendar.

In extraordinary examinations, the professor will personally decide the assessment method for each student, based on the circumstances that have prevented them from passing the subject in the ordinary examination period. However, two main cases can be identified:

- a. Students who have attended class more or less regularly, for whom the instructor can attest to an acceptable level of engagement with the course material and who have submitted a portion of the required assignment: In this case, the student will need to complete the missing assignments or improve them to pass the course. In the case of written exams, if these have been failed, the student will need to retake them. The instructor may decide to change the content of the assignments to ensure that the student demonstrates a minimum level of knowledge of the course material.
- b. Students who have not attended class or whose attendance has been irregular and who have practically not submitted any assignments during the course and therefore the teacher cannot attest to a minimum follow-up and knowledge of the contents: In this case, in addition to completing the required submission during the course (with modifications to avoid plagiarism or not) and possibly having to do some extraordinary task, the student will have to compulsorily take a level test (written or oral exam, workshop practical test, etc.) to pass the subject.

The weighting percentages and minimum grades to be obtained for each assessable element will be defined by the professor in each case. The teacher will inform the affected students about the assessment method in the resit (extraordinary) exam session. It is the students' responsibility to find out by their own means the requirements to be met in this session.

Class attendance and general regulations

Students are obligated to attend classes. Failure to comply with this rule may result in the loss of the right to continuous assessment (regular exam period) for the course.

In this course, the general regulations indicated in the ESDI academic guidelines apply. In particular, regarding class attendance, please note the following:

- The minimum attendance percentage to maintain the right to continuous assessment is 80%. This means that students can have a maximum of 20% unexcused absences.
- In the case of excused absences, even if there are a large number of excused absences, this does not exempt students from having to take the courses and continuous assessment properly. This means that they must submit the tasks required by the teacher and take the scheduled exams.
- When the total number of absences, including excused and unexcused absences, reaches 30%, the student may also lose the right to continuous assessment.
- The teacher will consult with the tutor or academic coordination before taking and communicating the decision to lose the right to continuous assessment for a student.

The punctuality at the start of the classes is important: after 10 minutes from the start of a class, exam, or assignment submission, students will not be allowed to enter the classroom unless they can justify their tardiness with a valid document. Renfe Cercanías delay certificates are not considered valid documents to justify being late. Due to the frequent delays of Renfe, it is necessary to plan trips in advance to allow enough time to arrive to class on time.

Attendance at a class is considered complete if the student attends the entire class from the beginning to the end. Students who leave the class before the end without speaking to and justifying their absence to the instructor will receive an absence for the entire class. Communicating with the instructor does not necessarily mean that the student will not have an absence; this decision is at the discretion of the instructor based on the reason for the student's absence.

The use of technological devices (computers, tablets, mobile devices, etc.) may be restricted or even prohibited by the professor if misuse is evident. Specifically, if they are used in the classroom to perform tasks unrelated to the subject being taught. This rule may be applied individually or collectively.

The essay/projects **will not be corrected if they are not written as in the example:**

number of work/project + name of work/project + names and surnames of the persons in the group

exemple: 1_free project_maria.lopez_jordi.sanchez_roser.taula_marc.rodriquer
2_4x4x4_maria.lopez_jordi.sanchez_claudia.pozo_zoe.irvine

Any work not submitted by the specified deadline can only be considered in the extraordinary call for applications. Submissions outside of the official deadlines will not be accepted.

Late submissions will only be accepted if there is a valid force majeure reason.

Christopher Jones, John (1970) *Métodos de Diseño*. Col. GGDiseño, Ed. Gustavo Gili. Barcelona.

Bohigas, O. (1972) *Proceso y erótica del diseño*. La Gaya Ciencia. Barcelona.

Bonsiepe, Gui (1975) *Teoría y práctica del diseño industrial. Elementos para una manualística crítica*. Ed. Gustavo Gili. Barcelona.

Löbach, B. (1976) *Diseño industrial. Bases para la configuración de los productos industriales*. Ed. Gustavo Gili. Barcelona.

Maldonado, T. (1977) *El diseño industrial reconsiderado; col. Punto y Línea*. Ed. Gustavo Gili. Barcelona.

Munari, Bruno (1981) *¿Cómo nacen los objetos?* Col. GGDiseño, Ed. Gustavo Gili. Barcelona.

Norman, Don (1988 / 2013) *The Design of Everyday Things*. Basic Books. Nueva York.

Bürdek, B. (1994) *Diseño. Historia, teoría y práctica del diseño industrial*. Ed. Gustavo Gili. Barcelona.

McDonough, William & Braungart, Michael (2002) *Cradle to Cradle: Remaking the Way We Make Things*. North Point Press. Nueva York.

Pericot, J. (2003) *El diseño y sus futuras responsabilidades. Temes de Disseny*. Barcelona.

Muñoz Cosme, A. (2008) *El Proyecto de arquitectura. Concepto, proceso y representación*. Ed. Reverté. Barcelona.

Brown, Tim (2009) *Change by Design*. Harper Business. Nueva York.

Lockwood, Thomas (2010) *Design Thinking: Integrating Innovation, Customer Experience, and Brand Value*. Allworth Press. Nueva York.

Gray, Dave; Brown, Sunni & Macanufo, James (2010) *Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers*. O'Reilly Media. Sebastopol, CA.

Kelley, Tom & Kelley, David (2013) *Creative Confidence*. Crown Business. Nueva York.

Kumar, Vijay (2013) *101 Design Methods*. Wiley. Nueva York.

Catmull, Edwin (2014) *Creatividad, S.A.: Cómo llevar la inspiración hasta el infinito y más allá*. Ed. Conecta. Barcelona.

Mootee, Idris (2014) *Design thinking para la innovación estratégica: Lo que no te pueden enseñar en las escuelas de negocios ni en las de diseño*. Empresa Activa, Ediciones Urano. Barcelona.

Knapp, Jake; Zeratsky, John & Kowitz, Braden (2016) *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days*. Simon & Schuster. Nueva York.

Van der Pijl, Patrick; Lokitz, Justin & Solomon, Lisa Kay (2016) *Design a Better Business*. Wiley. Nueva York.

van Boeijen, Annemiek & Sleeswijk Visser, Froukje (2017) *Making Design Work: How Seven Inspiring Companies Design for Success*. BIS Publishers. Ámsterdam.

Stickdorn, Marc; Hormess, Markus Edgar; Lawrence, Adam & Schneider, Jakob (2018) *This is Service Design Doing*. O'Reilly Media. Sebastopol, CA.

Meadows, D.; Parikh, S. (2022) *The Design Thinking Workbook*. Wiley. Nueva York.

Rubinstein, Cynthia (2022) *Design Thinking en Acción*. Agile Alliance.

Vereda del Río, Carmen (2022) *Design Thinking: Qué Es Y Cómo Funciona*. Independently Published.

Müller, Michael (2023) *5 libros de Design Thinking que debes conocer*.

Vargas, Karla (2023) *20 libros esenciales para entender Design Thinking*.

Other information

Important Note: The content of this course syllabus may be modified during the academic term if the professor deems it necessary, in accordance with the development of the course and the needs of the group. Any proposed changes will be communicated by the professor in class prior to the publication of the updated syllabus.