

Course Syllabus for Degree in Design

Name of the subject	Introduction to Projects
Year	1rst
Mention	Product
Teaching staff name	Ivan Merino
Number of credits ECTS	8
Language of instruction	English

Description of the subject / Objectives

The methodology applied in Product Design projects specialized in domestic products & Food Design: Analysis and study of the briefing, ideation of new concepts (brainstorming, Sketching, rendering...), Testing the prototype or samples, and presentation of the project (image, graphic design, dossier...).

Task 1: "INCENSE HOLDER" Functional product.

Task 2: "FRUIT PLATTER" Designing objects for the kitchen.

Task 3: "ICE DREAM" Food Design of an ice cream.

Prerequisites established in the Study Plan

None

Necessary prior knowledge

To be interested in Product Design and good attendance.

Competences and Learning Outcomes

- Students must know and apply the skills of a designer, using every step of the methodology and tools.
- From the idea to reality, students will be able to manage a project and design useful objects.
- Using creativity to create new concepts.
- Develop and produce a real object knowing the processes and industry.
- Identify the goals of their designs and present the project.

Content

Analysis and research.

- Study a work briefing and briefly state the proposal to work.
- Summary of the objectives, purposes, initial motivations behind the formulation of the problem.
- Marc Teòric: explains the theoretical information collected that is useful for designing the final object.

Concept.

- Elaboration of ideas and proposals consistent with the briefing, research and objectives.
(Brainstorming)
- Formatting of the proposals with graphic techniques (sketching, rendering, photoshop...etc).

Technical development.

- Develops the possibilities and technical feasibility of the definitive proposal by analyzing the different industrial processes and materials.
- Preparation of work mockups and final prototype of the product.

Presentation and communication.

- Representation of the final product at a graphic level to communicate the project.
 - Oral presentation.
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Teaching methodology

The subject is conceived as an eminently practical matter. In it, the theoretical contents are immediately applied in the elaboration of the product.

In class, theoretical moments and face-to-face work sessions in real time will be combined, where the teaching activity takes on the nature of a workshop.

Students will have the opportunity to work individually and in teams depending on the respective project.

The essential method of the subject is the application of the methodology of design and representation of objects, where the experimentation and use of various materials and tools will be the hierarchical component.

Drawing and sketching will be important skills.

EVALUATION- Training activities

What is evaluated?

Attendance and tasks in every lesson, knowledge acquired, good attitude, concentration, effort, initiative. Every presentation must be day by day. Homework required.

Task 1: **"INCENSE HOLDER"** Functional domestic product.

Task 2: **"FRUIT PLATTER"** Designing objects for the kitchen.

Task 3: **"ICE DREAM"** Food Design of an ice cream.

Weighting of evaluation activities:

1. **Research** (analysis document A4 PDF) 25%
 2. **Concept** (sketchbook - Pictures, drawings, sketching) 25%
 3. **Technique & Development** (technical drawings, material and processes and prototypes) 25%
 4. **Graphic & presentation** (PPT, poster A3) 25%
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Ordinary and Extraordinary Calls

Evaluation in ordinary call (continuous evaluation)

Weight of continuous assessment activities:

- Task 1..... **INCENSE HOLDER**20 %
- Task 2..... **FRUIT PLATTER**40 %
- Task 3 **ICE DREAM**.....40 %

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 student will have to do an oral test and a projected presentation with slides explaining the two projects carried out and must also hand in the General report of the three projects with the required documentation in a single PDF document. A collection of photographs of the work process of the two projects will be requested.

- Task 4 (extra) **General Memory of the Course** 100%

The weighting percentages and minimum grades to be obtained for each assessable element will be defined by the professor in each case. The professor will detail in writing to the affected parties the assessment method for the extraordinary call.

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.

Sources of information

Bibliography:

BUREAUX, Stéphane & CAU, Cécile. **Design Culinaire**. Eyrolles ed. 2010.

McDONOUGH, WILLIAM & BRAUNGART, MICHAEL. **Cradle to Cradle: Remaking the Way We Make Things**. North Point Press. 2002

CHARLOTE & PETER FIELL. **1000 Lights**. Ed. Taschen. 2006

CAMPOS, Cristian. **Diseñar con Plástico**. Ed. Maomao. 2008. BCN

Charlotte & Peter Fiel. **Designing The 21st Century**. Ed. Taschen. 2005. Bonn

RAMS, Dieter. **Less is More**. Ed. Klaus Klemp. 2009. Nachdruck

Documentaries:

OBJECTIFIED. Gary Hustwit. 2011

"CRADLE TO CRADLE" documentary. <https://www.youtube.com/watch?v=4pwCFH1LkCw>

Other information

Basically, students will use the **sketchbook** and some materials and tools to make the prototype (it depends on the proposal)...clay, foam, wood, paper, glue...etc.

Printer and computer.
