

Tipo de asignatura (básica, obligatoria u optativa)

OPTATIVE

Créditos ECTS

6

Competencias que contribuye a desarrollar

- Students will know the current trends in industrial design and the challenges of the discipline and will use them as a starting point for creation and innovation.(1)
- Students will analyze different products and will extract from them their innovation strategies. (1)
- Students will know and apply creative techniques in the development of design projects. (2)
- Students will create drawings prior to final design ideation, and discuss critically about the process, choice of alternatives and decision making in the final result.(2 Y 3)
- Students will know and apply the methods and techniques for the semiotic analysis.(3)
- Students will develop skills for creating visual messages. (3 y 4)
- Students will understand, apply and implement the basic principles of visual, graphic and compositional language. (4)
- Students will apply the main concepts of Graphic Design in different projects. (4)

Objetivos/Resultados de aprendizaje

- To know the current trends in industrial design and the challenges of the discipline.
- To analyze different products and will extract from them their innovation strategies.
- To use the knowledge about current trends in industrial design and creative techniques as a starting point for creation and innovation.
- To create drawings prior to final design ideation, and discuss critically about the process, choice of alternatives and decision making in the final result.
- To know and apply the methods and techniques for the semiotic analysis.
- To develop skills for creating visual messages.
- To understand, apply and implement the basic principles of visual, graphic and compositional language, and to apply the main concepts in different projects.

Contenidos

1. Innovation in industrial design. Evolution of the discipline, current trends and challenges for innovation.
 - Innovation in industrial design. Basic concepts and tools for innovation.
 - Icons of innovation in the discipline.
 - Design social utopia or reality? Trends and design challenges: emotional design, critical design, inclusive design, design for extreme situations, health design, green design, etc.
2. The creative process. Creativity techniques.
 - Introduction to industrial design. The design process. Phases.
 - Creativity. The process of creativity.
 - Creativity techniques: association of ideas, brainstorming, sleepwriting, automatic writing, esperpento, forced relationships, Synectics, etc.
3. Design Thinking. Process and development.
 - Introduction to visual thinking and process: See, watch, imagine, show.
 - Problem solving. Group Graphics and procedures.
 - Storyboarding and Idea Mapping. Visual Planning and Digital Capture.
4. Graphic creation processes. Visual communication.
 - Visual Representation and graphic design concepts.
 - Methodology graphic project: planning, visual communication strategies and phases of a graphic project.

Principios Metodológicos/Métodos Docentes

The course consists of 4 modules or learning units; each one is divided into theoretic lessons, workshop/ practices, public corrections or checking and concerted tutoring classes.

The lectures will use primarily expository method for transmitting the fundamental knowledge of the subject. Active student participation will be encouraged.

In the tutoring classes a personal relationship between teacher and students will be established. They are usually developed in groups, previously arranged, in order to check the proper development of the work, prior to final delivery. The practical classes/workshop will support for understanding and deepening of the concepts provided in lectures. The exercises will be done individually or in small groups, depending on the activity to develop and the number of students enrolled. Some of the works will be done in the classroom and others in non-attendance hours. All the works of each learning unit will be presented to the teacher and other students and handed to the teacher on the dates indicated in the schedule presented below.

Criterios y sistemas de evaluación

The evaluation of students in ordinary call will be held according to the following parameters:

- Attendance: 20% (It is obligatory to attend at least 80% of classes).
- Activities and Works made in Learning Unit 1: 20%
- Activities and Works made in Learning Unit 2: 20%
- Activities and Works made in Learning Unit 3: 20%
- Activities and Works made in Learning Unit 4: 20%

To pass the course is essential to approve each of the parts separately.

The evaluation of students in extraordinary call will be held according to the following parameters:

- Exam of the contents presented in lectures: 20%
- Activities and Works made in Learning Unit 1: 20%
- Activities and Works made in Learning Unit 2: 20%
- Activities and Works made in Learning Unit 3: 20%
- Activities and Works made in Learning Unit 4: 20%

To pass the course is essential to approve each of the parts separately.

Recursos de aprendizaje y apoyo tutorial

Indicated in attachment

Calendario y horario

Indicated in attachment

Tabla de Dedicación del Estudiante a la Asignatura/Plan de Trabajo

Indicated in attachment

Responsable de la docencia (recomendable que se incluya información de contacto y breve CV en el que aparezcan sus líneas de investigación y alguna publicación relevante)

Coordinator:

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