

Teaching guide

IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Arts and Humanities		
Faculty/School:	Communication Science		
Course:			
Type:	Compulsory	ECTS credits:	6
Year:	1	Code:	1514
Teaching period:	First semester		
Area:	Foundations of Theory and Practice		
Module:	Methodology for Design Projects		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The Basics of Design course is intended to introduce students to the concept of Design through an approach to some of its basic principles and methods. It is also designed to acquaint students with the project work involved in the discipline of design. Students are also expected to gain some mastery of formalisation processes and graphic representation techniques. They will also acquire some practice in project reflection and analytical thinking and must therefore learn how to explain and defend their work, with particular emphasis on the relationship between form and concept.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop students' creative capacity based on firm theoretical and practical foundations allowing them to raise, solve and present design problems in a unique, original manner.

To form designers capable of working in the experimental field, using basic aesthetic tools, such as drawing and colour treatment, along with the latest technological tools applied to graphic design, audio-visual design, space design and other techniques specific to this field.

To provide students with a broad overview of the world of design through a familiarity with all its different disciplines, thereby taking full advantage of the synergies and creative resources shared by various professionals in this field.

To teach students to give explanations, arguments and defence for their projects at university level and in a professional setting when dealing with customers or other design professionals.

To nurture and develop an intellectually curious professional capable of avoiding plain thought and aspiring to improve modern culture by conveying values founded on the search for the truth, good and beauty.

Specific skills

To gain a basic understanding of relevant research methods and design them.

To develop the ability to communicate and make oneself understood, both orally and in writing (preparing a brief, defending proposals, drafting reports, viewing information, etc.).

To gain a critical understanding of the evolution of aesthetic, historical, material, economic and conceptual values.

To acquire an ability for analytical (self-)reflection and (self-)criticism in creative work.

To gain a basic understanding of the research methodology of sources, analysis, interpretation and synthesis.

To clearly set out, orally and in writing, complex artistic problems and projects.

To develop the capacity for independent work.

To have the ability to work well in a team.

To develop an ability to cooperate in conjunction with other design disciplines.

To raise and solve design problems.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours