Universidad Francisco de Vitoria
UFV Madrid

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:	1519
Teaching period:	Second 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

Technical drawing and systems of geometric analysis of form and representation arise in universal culture as an essential means of expression and communication, both for the development of research processes of form, and for the graphic comprehension of sketches and technological and artistic projects, the ultimate goal of which is the creation of products that have a either a utilitarian or an artistic value. The essential function of these projects is to assist students in formalising and visualising what is being designed or created and to help them to produce results, from an initial determination of possible solutions to the last phase of development in which the fully completed drawings are presented.

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 instil in students the ability to work in a team, working independently while supporting a global project, defining responsibilities and cooperating with other professions and trades in the pursuit of a common goal.

To instil in students the necessity and responsibility to apply the methods of usability while at the same time adhering to all legal and environmental regulations during the products and messages' design and manufacturing processes.

To train students to work as independent, self-sufficient professionals on design projects.

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 be familiar with the foundations of descriptive geometry.

To master technical design.

To master presentation and exemplification techniques.

To acquire usability assessment methods.

To adopt an attitude of curiosity above and beyond practical first perceptions.

To develop the capacity for independent work.

To raise and solve design problems.

DISTRIBUTION OF WORK TIME

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