

Teaching guide

IDENTIFICATION DETAILS

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| Degree: | Design | | |
| Field of Knowledge: | Arts and Humanities | | |
| Faculty/School: | Communication Science | | |
| Course: | PROFESSIONAL ETHICS AND DEONTOLOGY | | |
| Type: | Compulsory | ECTS credits: | 6 |
| Year: | 3 | Code: | 1535 |
| Teaching period: | Sixth semester | | |
| Area: | Business | | |
| Module: | Human and social sciences | | |
| Teaching type: | Classroom-based | | |
| Language: | Spanish | | |
| Total number of student study hours: | 150 | | |

SUBJECT DESCRIPTION

The course is mainly intended to encourage students to reflect on the implicit ethical codes of behaviour in the world of visual creation, with regard to design and to give them the necessary mechanisms to coordinate thought and appropriate ethical conduct.

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 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 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 human sciences, humanistic factors and ergonomics.

To gain business principles and professional ethics.

To develop the capacity for independent work.

To have the ability to work well in a team.

To have learned to be determined yet patient at work.

To develop the ability for personal initiative and self-motivation.

To gain a critical understanding of the pre-formative dimension and social impact of design.

DISTRIBUTION OF WORK TIME

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