

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	DESIGN MANAGEMENT		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	1543
Teaching period:	Eighth semester		
Area:	Project implementation		
Module:	Methodology for Design Projects		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

Design management deals with the activities, techniques and methodologies involving the use of all available resources in order to meet the objectives of the design project, whatever it may be.

## 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 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 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 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 acquire the ability to find and assess alternative design solutions.

To gain a basic understanding of the legal aspects of design (patents and trademarks, copyright, intellectual property).

To gain a basic understanding of cost management and work organisation techniques.

To solve problems, acquire design methods and design projects.

To analyse conditioning factors and define criteria.

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

To cooperate with other professions, in particular, with professionals from other disciplines.

To raise and solve design problems.

## **DISTRIBUTION OF WORK TIME**

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