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Course Guide
Academic year 2023/24

Projectes 6 Design Culture specialisation
María García Ruiz

Curse Code:	105714
Credits:	6 ECTS
Year:	3
Semester:	Second Semester
Type:	Compulsory
Subject:	Design Culture
Date:	6/2/2024 15:29

This course is taugt in: Spanish
Tutorials may be provided in: Catalan, Spanish

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Course Guide Index

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Course Description

Brief description

This is a third-year Projects course (second semester/Design Culture specialisation) which aims to introduce students to project design practice, understanding this in its experimental variant and in its intersection with the fields of contemporary art and thought. Therefore, the graphic representation technique used will be up to each student, and special importance will be placed on the conceptual development of the projects.

Course objectives

Apply the knowledge acquired up to that point in the various previous courses.Develop the ability to ideate and create design projects, evaluating their social, technological, environmental and economic viability.Become aware of contemporary problems in which design plays a role in order to seek, based on this understanding, a positioning and viewpoint consistent with the interests and capabilities of each person.Obtain the tools to be able to understand and address complex environments. Foster a spirit of research and creativity in the development of one's own professional profile.

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Recommendations

It is recommended, although not mandatory, to continue with the Projects 5 course, which is part of the Design Culture major/specialisation.

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Contents

The course will address design projects through three tasks, which will be developed during the course of the semester.

Each of these tasks will be split into the following phases:
- Research, analysis and interpretation of the brief/task requirements.
- Ideation, conceptualisation and work planning.
- Problem-solving, graphic representation and execution (if applicable).
- Visual and oral presentation of the project.

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Methodology

Teaching methodology

The course methodology will be eminently practical, although there will also be class debates in which students can present and discuss references and case studies related to their given tasks and assignments.

The three projects will be presented publicly, thus developing both students' ability for public speaking/project presentation as well as their ability to analyse and give constructive criticism.

Activities

Presentation of the assignments and project statements, as well as references and related case studies.

Project work in the classroom.

Feedback & critique sessions with external guests.

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Assessment

Assessment system

The aim of the continuous assessment approach is for students to be able to track their academic performance throughout the course, in order to allow them to improve it.

From the second enrolment onwards (i.e. if you have enrolled in the course before), the assessment of the subject may consist, at the discretion of the professor(s), of a final exam, which will allow the professor(s) to evaluate if the learning outcomes listed in the course guide have been achieved. In this case, the grade achieved in the exam will also be the overall grade awarded for the course.

The continuous assessment will test students through three assignments that will correspond to the three projects.

Each task will be evaluated based on its graphic/visual representation (80 , and its oral presentation (20%).

The final grade will be the result of the weighted average of the three assignments, and students must obtain a grade of at least 3 (out of 10) in all three to be able to achieve the required average grade.

Likewise, for the re-assessment/re-grading of the assignments, students must have obtained a grade of at least 3 (out of 10) for all three tasks.

General Assessment Regulations

// In order to pass a course, students must obtain a minimum grade of 5.0.

// Once a student has passed a course, he or she cannot be subject to a new assessment or be re-graded on that course.

// Any student who has not submitted all assignments required to be handed in or has attended less than 80% of the classes without having justified these absences will be considered "Not Assessed" (NA). In the case of justified absence, students must contact their professor(s) once they return to class to determine how they will make up for the classes they have missed.

// In the event that a student commits any irregularity that could lead to a significant variation in an exam or assignment grade, this exam or assignment will be graded 0, regardless of any disciplinary proceedings that may be initiated. In the event of various such irregularities for exams or assignments pertaining to the same course, the final grade for this course will be 0.

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Appeal process

Students may appeal a grade by making a formal request to this effect to the faculty. Any revisions of grades will be carried out according to the academic calendar.

Re-assessment process

General Regulations

It is not possible to appeal a grade in the case of internships external to EINA, final degree projects, and assignments/activities that, due to their eminently practical nature, do not allow it.

To participate in the grade review, students must have previously completed and been graded on other assignments whose total weight is equivalent to a minimum of two thirds of the total grade for the course or module.

Assessment Criteria

The following will be evaluated for each of the three assignments:
- The project development (80%), taking into account the research carried out for the project, the analysis and interpretation of the project requirements, as well as the conceptualisation and final graphic/visual result. This part seeks to achieve the following competencies: CB2, CB5, CE1, CE2, CE5, CE7, CE8, CE10, CE17, CE19, CT2, CT3, CT4, CT9, CT10, CT12, CT13, CT14, CT15, CT16, CT19

- The oral presentation of the results (20%). This part seeks to achieve the following competencies: CB2, CB4, CE 17, CT9, CT10, CT12, CT16, CT19

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Competencies and Learning Outcomes

Basic Competencies

CB2 Students can apply their knowledge to their work or vocation in a professional manner and can demonstrate they possess the required competencies by making and defending reasoned arguments and solving problems within their area of study.

CB4 Students can communicate information, ideas, problems and solutions to both a specialised and non-specialised audience.

CB5 Students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.

Specific Competencies

CE1. Analyse objects, graphic communications and living spaces to detect design problems, provide alternative solutions and evaluate their social, technological and economic viability.

Learning Outcomes

CE1.8. Observe and critically assess the use problems of an element in one's immediate environment for the purpose of carrying out an analysis prior to the development of a design project.

CE2. Evaluate uses and functions with a view to ideating and formalising design projects.

CE2.2. Carry out an analysis of the uses and functions of a planned design project.

CE5. Master the techniques of graphic representation of spaces and volumes, planes and surfaces that are used in the field of design.

CE5.2. Represent the characteristics of a project using the most appropriate tool or system for that project.

CE7. Demonstrate an understanding of materials, their qualities, as well as manufacturing processes and costs.

CE7.8. Make a well-justified and feasible budget for a design project.

CE7.9. Choose the materials and transformation processes that adapt to the functional and expressive needs of each design.

CE8. Demonstrate basic knowledge of the sciences and disciplines that are auxiliary to the design project, such as anthropometry and the physiology of visual perception, ergonomics and use assessment methods, marketing, prospecting techniques, etc.

CE8.5. Apply anthropometric and perceptual parameters, as well as ergonomic criteria, to the project in accordance with its functional characteristics.

CE10. Structure and graphically arrange verbal information.

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CE10.5. Use graphic resources appropriately to synthesise and improve communication.

CE17. Present and justify, orally and in writing, the results and work processes of the design objects created.

CE17.2. Prepare a written report on the project and defend it orally.

CE19. Demonstrate knowledge of research methods relevant to design and art theory, analysis and criticism.

CE19.6. Carry out a design analysis that leads to an action plan based on the collection of quantitative and qualitative data, experimental tests, interviews and interpretation of pre-existing data.

CE19.7. Critically evaluate the results and efficiency of the project based on the specific objectives defined by the course, using comparative analysis to juxtapose the current reality with that existing prior to the completion of the project.

Transversal competencies

CT2- Prepare professional reports and academic papers.

CT3- Demonstrate knowledge and correct use of the documentary sources and bibliography necessary for both the design as well as the analysis and reasoned criticism of the design.

CT4- Demonstrate interest in the study of foreign languages both to facilitate communication and to interact with different cultural contexts.

CT9 - Problem-solving and decision-making capacity.

CT10 - Concern for quality, both in the concepts created and arguments presented, as well as in the formal solution and in the details of the final finish of the design project.

CT12 - Ability to integrate and synthesise knowledge acquired in different contexts and situations, with flexibility and creativity.

CT13 - Make design choices that are based on a respect for the environment and that follow sustainability criteria.

CT14 - Value and promote the social use of the environment and of communications, paying special attention to ensuring their accessibility and suitability for different groups of users and recipients.

CT15 - Value and preserve cultural, artistic and landscape heritage.

CT16 - Demonstrate values and deontological principles specific to the profession.

CT19. Demonstrate a positive affectivity in relation to the aesthetic values and formal qualities of the material and visual environment.

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