

## Furniture and Contract

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Course Code: 105718  
Credits: 6 ECTS  
Year: 3  
Semester: Second Semester  
Type: OPTIONAL  
Subject: Optional  
Date: 21/2/2024 11:53

This Course is taught in: Catalan

Tutorials may be carried out in: Catalan, Spanish, English

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# Course Description

## Brief description

A company or brand's image has become one of the most valued factors in their perception by their clients and even by the company's own employees, and the furniture and decorative elements that they use in their facilities are a part of creating that image. This is why architects and interior designers are increasingly devoting a larger part of their resources to ensure the décor and furnishings chosen are suitable to the image they want to convey. On the other hand, the uses of this type of furniture are not the same as those of furniture intended for the domestic environment, as there are higher stricter specifications it must meet in terms of durability, resistance, as well as technical requirements and approvals.

Manufacturers, aware of the high sales volumes typical of these types of projects, have increasingly adapted not only part of their catalogues, but also part of their sales strategies to focus on what is known as the Contract Channel.

The aim of this course is to design a piece of furniture oriented to the contract sector and to familiarise students with the different actors involved in a project of this type (designers, sales advisers, entrepreneurs). To do this, in addition to being able to manage a design project, students will need to have a good understanding of what "contract" means in this context, what each actor expects and what specific needs furniture must meet for this type of use.

## Course objectives

Learn to organise a furniture design project from start to finish, define the phases and learn how to create a useful work schedule/plan to achieve the desired objectives.

Acquire general knowledge on the contract channel and contract furniture. Get acquainted with the essential requirements and participating actors in this market.

Gain the analytical, creative and graphic representation capabilities necessary to carry out product design projects.

Be able to defend one's own solutions before the client who has commissioned the work.

# Contents

## 1 - Introduction to the Contract Channel!

We will review the main features of this channel and look at representative projects that illustrate the main types and styles.

We will talk about brands, prices, trends and materials, as well as the technical requirements that products intended for this sector must meet.

Guided visits and talks with professionals. We will visit shops such as Domesticoshop, where we will talk with their contract furniture department so students can get a first-hand understanding of the sector from the experts and consultants working in it. We will also meet other professionals who will share their personal views and their experiences in the sector.

This phase is intended as merely educational: you will not be required to present any final report on it, but it will be very necessary to be able to develop the subsequent phases of your project.

## 2 - Project Preparation

We will analyse who commissions designs for a contract furniture project and how these orders get placed. Some of the work groups will get a brief for such a commission and other groups will have to write the brief themselves.

We will see the importance of good project planning, review the phases of a design project and learn to estimate the completion times for each of the phases.

We will talk about correctly valuing our work, and for this reason, students will be asked to create a budget for their services that they will have to be able to defend.

## 3 - Project development.

### Research

The final design will be determined by the requirements and limitations that have been set for the project. Therefore, it is essential to ask the right questions and find the information that will help us correctly determine our final design proposal.

The contract furniture sector requires us to pay a lot of attention to technical and regulatory requirements, but also to the requirements of the end user in order to identify what he or she needs

to feel comfortable. We need to keep those in mind while at the same time not lose sight of the aesthetic and formal trends demanded by the market.

Market studies, reference cases, user studies, interviews and technical documentation are some of the things we will look at when collecting information to capitalise on prior knowledge.

# Methodology

Teaching methodology

Theoretical and informative classes

Both in the introductory phase of this class, and throughout the course of the project, we will present relevant information, look at examples and talk about techniques or tools that will help you do a better job at each stage of the process.

Visits and interviews

It is important to learn from the experiences of others. We will talk to professionals who have been involved extensively in the contract sector, who will share their fascinating perspectives on it.

Tutorials

Monitoring the evolution of your project. This monitoring will be carried out both by the professor, but also your classmates, who will have to learn to put themselves in the shoes of the clients, the consultants and the designers.

Workshop

You will also be able to use the university's workshop space to create your prototypes or models.

### Continuous assessment

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.

### 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.

### Assessment criteria

#### Research project and conclusions (25%)

- This assessment will focus on students' analysis capacity (whether they are asking the right questions)
- Quantity and quality of the information collected, as well as the ability to organise it in a practical and understandable way.
- This assessment will evaluate whether the conclusions drawn by students are adequate and logical based on their research.
- Students will have to prepare a written report on the research they carried out, in which they must present the information collected in an organised manner and conclude by presenting the conclusions they have drawn from it.

#### Ideation and Creativity (25%)

- Ability to find solutions based on the needs that emerge from the research project.
- Creativity implies variety, so the effort and ability to provide the best solutions and ideas will be valued.

- Students will have to present a notebook containing the sketches, ideas, notes, details, and everything they have created during this period.

#### Testing and design selection (50%)

- Sketches, models and prototypes. All that is left to do now is to make the final presentation before the client, sell him or her on the idea and demonstrate that the fees demanded by the team are realistic and suitable to the final product.
- Final presentation of the product.
- The presentation will not need to be done using a specific format; students will have to individually assess what they need to do to be convincing in their attempt to sell their product. Points will be deducted if the product requires a prototype in order to understand it and this prototype is not shown during the presentation.

#### 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

during the week indicated in the academic calendar.

#### Re-assessment process

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 evaluated on other assignments with a minimum total weight equivalent to two thirds of the total grade for the course or module.



# Bibliography and Resources

Magazines

On diseño.

Proyecto contract.

AD.

Arquitectura y Diseño.

Wallpaper.

Frame.

Other resources

Domésticoshop.

Koduz.

Kavehome.

## Specific Competences Competency

### Competency

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

CE1.1. Describe the characteristics of a specific design sector in order to carry out an analysis prior to the development of a project.

### Competency

CE7. Demonstrate a basic knowledge of materials and their qualities, as well as manufacturing processes and costs.

### Learning outcomes

CE7.1. Identify the most common materials and transformation processes used in each professional design sector.

### Competency

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, use assessment methods, marketing, prospecting techniques, etc.

### Learning outcomes

CE8.1. Place the project in the context of the existing market offer.

### Competency

CE10. Structure and graphically arrange verbal information.

### Learning outcomes

CE10.1. Master basic graphic tools to present the sector and field of work within which the project falls.

### Competency

CE11. Demonstrate an understanding of the functioning of the economic, business and institutional environment in which design projects and activities are contracted and professionally developed.

### Learning outcomes

CE11.1. Identify and explain the type of contract, project management process, etc. usually employed in the sector within which the project falls.

### Competency

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

### Learning outcomes

CE17.1. Prepare a written report on the project and defend it orally, respecting the conventions and specific characteristics of the design sector at which the project is aimed.

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

### Learning outcomes

CE19.1. Apply the research and assessment methodologies of the professional design sector at which the project is aimed.

### Transversal competencies

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.

CT7. Ability to coordinate, direct and lead work groups to create a design project, or a project where design plays a significant role.

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 finalised design project.

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