



Eina Centre Universitari
Fundació Eina
Disseny Art Barcelona

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DESIGN PROJECT MANAGEMENT

Laura Encinas Ortega

Group: 1,101,2,3,202,102,201,301

Code: 105740

Credits: 6 ECTS

Course: 2

Semester: 2

Typology: Obligatory

Subject: Business



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Subject Presentation

Brief Description:

This course guides design students through the basics and tools of project management. It consists of identifying and managing the critical points of a project: scope, time and cost. We will also work on the definition of the business, its niche and the detail of the services. As well as understanding the role and motivations of the different interest groups (the team, customers, users and suppliers). And finally, we will review the reasons for project failure and the possibilities of controlling it through project risk management.

Training Objectives:

- Understand the basic concepts of design project management.
- Understand the importance of good management for a successful design project.
- Overview of the most important figures of a project.
- Define the design services strategy.
- Overview of business presentation methods.
- Understand the importance of customer relations.
- Delimit the fee structure.
- Understand a contract. Understand the terms and conditions.
- Learn useful computer resources/applications.
- Know the budget and how to manage it.
- Overview of a design program: design development phases, tender phases, reporting and approval, production phases, key dates, etc.
- Understand talent management and define the complete design team.
- Know the bidding process.
- Overview of the legal aspects.
- Identify potential risks in a design project.
- Redirect the project to mitigate any risk.
- Develop practical skills for real-world scenarios.
- Practice communication skills: gain confidence when presenting a project and make it attractive to potential clients.



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Recommendations

No prior knowledge of design project management is required to take the course. Classes and teaching materials are provided in English. Therefore, the student must have a minimum level of English to follow the lectures, the learning material and to be able to present and produce the works in English.

Contents and Methodology

Brief Description:

- Introduction to Design Project Management.
- Customer acquisition.
- The Briefing.
- Proposal of fees and agreements.
- Budget in Design Project Management.
- Planning.
- Design Process and Design Team.
- Appointments and bidding.
- Risk Management.
- Communication and Project Execution.
- Legal Aspects in the Management of Design Projects.

The content of the subject can be modified depending on the dynamics of the group and the needs identified by the teaching staff.

Teaching methodology:

The subject's methodology combines theoretical content in a balanced way with the development of practical cases and exercises in class that allow you to put into practice the acquired concepts and the different project management tools.

Training activities:

- Theoretical classes
- Experimental practices
- Documentation search
- Creation of reports
- Tutorials
- Evaluation

Evaluation

General evaluation regulations

A student will be considered "Not Assessable" (NA) if they have not submitted all the learning evidences or have not attended 80% of the classes without justifying their absences. In case of a justified absence, the student must contact the teacher at the time of rejoining to determine the recovery of the activities they missed.

If the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, that evaluation act will be graded with 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the evaluation acts of the same subject, the final grade for that subject will be 0.

Continuous evaluation system

The evaluation system of EINA and UAB is a continuous assessment system, the objective of which is for the student to know their academic progress throughout their educational process to allow them to improve it.

The continuous assessment process must include a minimum of three evaluative activities, of two different types, distributed throughout the course, none of which can represent more than 50% of the final grade.

During the course, students will have four practical assignments, each contributing 15% to the final grade, and two theoretical exams, each contributing 20% to the final grade.

The deadline for submitting a practical exercise will be only one week after the established delivery date. In case of late delivery, a penalty of 2.5 points will be deducted from the grade obtained in the assessment. Exercises handed in after the deadline will have a grade of 0.

The following general evaluation criteria will be taken into account:

- Clarity and coherence: Clarity, coherence, spelling and grammar will be assessed.
- Research, analysis and writing on a specific topic related to the subject.
- Originality and creativity: The ability to present innovative and original ideas will be valued.

- Team work.
- Contributions in class discussions, activities and questions.
- Regular attendance at classes (minimum 80% of classes).
- Completion of the assigned tasks, demonstrating understanding and application of the concepts learned.

Review process

The review can be requested from the teaching staff and will be carried out according to the school calendar.

Reassessment Process:

Only students who have not passed the subject with an average grade of 5.0 may present themselves for reassessment.

The teaching staff will communicate in advance the content of the reassessment test.

Competencies and Learning Outcomes

- CE11 Demonstrate that you understand the functioning of the economic, business and institutional environment in which they are hired and developed professionally design projects and activities.
- CE13 Plan, organize, manage and administer the development of design projects, both within the framework of self-employed professional work and in business or institutional organizations
- CE14 Formulate and structure a business plan aimed at the development of products or companies and evaluate its viability
- CE15 Demonstrate that you understand the legal framework in which design activities are carried out: contracting models, registration of patents, trademarks, copyrights, etc.
- CT1 Ability to communicate orally and in writing in the native language and in other languages such as English that allows working in an international context.
- CT2 Prepare professional reports and academic works.
- CT6 Ability to work as a team and skills for dialogue with the different agents and disciplines that may intervene in the development of a design project.
- CT7 Ability to coordinate, direct and lead work groups around a design project, or where the design occupies a relevant place
- CT8 Capacity for initiative and entrepreneurial spirit
- CT11 Ability to adapt to the national and international professional environment and, in particular, to technological and social changes and economic that are being produced
- CT16 Demonstrate that you have values and deontological principles specific to the profession.
- CT18 Ability to self-manage the development of a professional itinerary.

Bibliography and Resources

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