



Eina Centre Universitari  
Fundació Eina  
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## PROJECTES 3

Jordi Pla Sabate

Code: 106037

Credits: 6 ECTS

Course: 2

Semester: 1

Typology: Obligatory

Subject: Projects



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## Teaching Guide Index

Subject Presentation

Recommendations

Contents

Methodology

Evaluation

Bibliography and Resources

Competencies and Learning Outcomes

## Subject Presentation

### **Brief Description:**

Project class 3 is the first of the product specialty. The student will be given a specific assignment, clearly focused on a specific sector and related to one or several specific companies within the sector, with the clear objective of the student designing products that provide a differential value to their function and month to month in the form, materials and finishes the product fits into a clear brand philosophy.

### **Training Objectives:**

Phases of the design project. registration Process journal

Application and exploration of a briefing.

Functional and use analysis

Analysis of the identity of a client or institution. Analysis of values and resources of a company

Analysis of trends/imaginaries

Aesthetic care tools

Tools to move from abstract thinking to concrete representations

Tools of creativity/divergence/ideation

Development of design culture

Formalization through sketching tools, modeling and models.

Project discourse and narrative strategy. Ability to articulate, communicate and discuss proposals

Use of tools such as the sketch, sketching or illustration for research, exploration and explanation

Project languages: define which ones

Project Documentation: Basic Project

Project presentation: define specific competencies

Physical presentation, project dossier, study models, explanatory poster, final prototype.



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## Recommendations

## Contents and Methodology

### **Brief Description:**

The student will experience and learn the basic phases to develop industrial design projects. The objective is to structure logical thinking as well as the basic techniques when developing the student's ideas.

### **Teaching methodology:**

The teaching methodology will teach each of these phases of project development. Putting a clear determination in showing and how to use each of the resources derived from each of the phases and conceptual development.

### **Training activities:**

Presentation of the Briefing.

Research phase: we will carry out various methods of creative thinking to express knowledge in a group as well as apply methods that allow experimenting with the references that the student accumulates during the process of researching and experimenting with the idea.

Identification of problems and possible solutions based on the use of design.

Ideation phase: Conceptual exploration drawings, constructive drawings, final art drawings. Study models of function, proportion, ergonomics and structural aspects.

Prototyping phase: Final prototype and presentation of the project: Memory, 3d modeling, renders, general plans and communication of the project for its presentation.

## 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.

Continuous evaluation of three installments of the project.

- 1- Presentation of the research phase. 20%
- 2-Presentation of the process and ideation phase. 30%
- 3-Final presentation of the project. 50%

### **Review process**

The three installments will be assessed as well as the developmental capacity that each student is able to contribute to their project.

In the event of suspending the subject, the delivery of the project will be requested and that it reaches at least the sufficiency level.

## Competencies and Learning Outcomes

- CE1 Analyze objects, graphic communications and living spaces to detect design problems, provide alternative solutions and evaluate its social, technological and economic viability.
- CE2 Evaluate uses and program functions, aimed at the conception and formalization of design projects.
- CE5 Master the techniques of graphic representation of spaces and volumes, planes and surfaces characteristic of the design.
- CE7 Demonstrate that you understand materials, their qualities, processes and manufacturing costs.
- CE17 Present and reason, orally and in writing, the results and work processes of one's own design objects.
- CT9 Resolution and decision-making capacity.
- CT10 Motivation for quality, both in the conceptual and argumentative approaches, as well as in the formal resolution and in the details of the final finish of a design project.
- CT12 Ability to integrate and synthesize knowledge acquired in different contexts and situations, with flexibility and creativity
- CT13 Guide design action based on values of respect for the environmental environment and sustainability criteria.
- CT19 Demonstrate a positive affective disposition towards the aesthetic values and formal qualities of the material and visual environment.

## Bibliography and Resources

Design Now. Charlotte & Peter Fiell. Publisher TASCHEN.

Bauhaus Jeannine & Peter Fierabend. Publisher KONEMANN.

Design as Art, Bruno Munari. Penguin books.

Manufacturing Processes for Design Professionals. Rob Thompson. Thames & Hudson.

The Sausage of the future. Caroline Niebling. Lars Muller Publishing.

The Making of Design. Terstiege Gerrit Birkhauser.

Delft Design Guide. Annemiek van Boeijen. BIS Publishers.

How to DRAW. Scott Robertson. Designstudio Press.

Design Magazines.

AD Magazine (<https://www.revistaad.es/>)

Wallpaper Magazine (<https://www.wallpaper.com/>)

Experimenta (<http://www.experimenta.es>)

Domus Magazine (<https://www.domusweb.it/en.html>)

On Diseño (<http://www.ondiseno.com/>)

Frame Magazine (<https://frameweb.com/>)

Design Blogs.

<http://www.designboom.com/>

<http://www.diariodesign.com/>

<http://www.dezeen.com/>

<http://www.neo2.com/>

<http://www.core77.com/>

<http://www.behance.net/>

<http://www.formtrends.com/>

<http://www.yankodesign.com/>