



Eina Centre Universitari
Fundació Eina
Disseny Art Barcelona

Passeig Santa Eulàlia 25
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ANÀLISI I CRÍTICA

Lara García Díaz, Jeffrey Swartz

Supervising Teacher: Lara García Díaz

Group: 4

Code: 105751

Credits: 3 ECTS

Course: 4

Semester: 1

Typology: Obligatory

Subject: Design Culture

Schedules:

Group	Schedules	Teacher
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Subject Presentation

Brief Description:

Analysis and Criticism is a subject that aims to foster a critical attitude and critical and analytical discourse, as a general reality and more specifically in relation to the practice of design.

The subject is designed as an open seminar, with debate and exchange of ideas. This approach prepares the students for the theoretical part of the final work, in addition to marking the wider context of design practice.

Training Objectives:

The students will dedicate themselves to reading critical texts and generating discourse, textual, through the work, or with activist projects. Academic rigor, attention to the interpretation and understanding of concepts and discourses, in addition to the promotion of general culture, are educational objectives. In addition, group work and dialogue are components to keep in mind throughout the duration of the subject.

Recommendations

The readings marked for this subject will be discussed in class, so it will be necessary to come prepared. an active and engaged attitude and behavior is expected, as befits a seminar subject of this nature.

Contents and Methodology

Brief Description:

The classes have the character of seminar sessions, with the presentation of concepts and the discussion of the concepts presented as the main methodological notions. The active participation of all students and continuous attendance is expected, as well as punctuality and commitment to the topics and group dynamics.

Teaching methodology:

Presentations by the teacher.

Supporting material and documentation: readings, visual documentation, library resources (documentaries, magazines)

Practical-theoretical work in classes: group work, debates, practical exercises.

Oral presentations to promote knowledge of topics and collaborative work.

External visits when possible.

Independent work through written and practical work.

Training activities:

Lectures, commentary on texts, reflection on the functioning and activation of criticism, group oral presentations, short written and oral comments, the writing of both academic and less formal essays (literary, creative), in addition to the production of design proposals that correspond to critical modalities will be discussed in class.

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.

Each subject will define the use of generative AI tools in assessed activities according to one of the following three levels: use not permitted; use restricted to specific tasks indicated by the teaching staff; or use permitted as part of the working process, provided that it is declared and justified.

When AI has played a significant role in an assessed activity, the student must declare which tool they used, for what purpose, at which stage of the work, and what subsequent review, selection or transformation they carried out.

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.

The subject focuses on written and practical work. Written work will be done, in addition to work of critical content, focused towards a final work. A final control will evaluate the monitoring of the readings and the central contents of the subject.

- Practices and exercises, written and visual format (40%).
- A critical genre (20%); a critical text (20%)
- Oral presentation (20%). Group presentation on an aspect of the subject.
- Critical/speculative design work, or graphic activism (25%).
- Final control (15%).

Attendance and participation in class (a variation of up to +- 3% on the final grade is allowed)

Review process

The review will be done during the period stipulated at the end of the subject.

As a general basis, the 4 assignments of the subject must be handed in within the evaluation period of 1 call.

Students who have not complied with the required attendance, nor with active participation in class, will have to respond to the review opportunity with additional work.

Failure to attend 80% of the classes could lead to the loss of the right to a complete review and/or the benefits of second calls.



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Pelta, Raquel (2012), Design and activism. A bit of history, Monograph

Prado, Luiza (2014). Questioning the Critical in Critical Design, Medium

Twemlow, Alice (2017). Sifting the Trash History of Design Criticism, Ch 5, pp. 234-252

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Jongerius H. and Schouwenberg, L. (2015). Beyond the New A Search for Ideals in Design

Mari, Enzo (1999). Barcelona Manifesto ENG

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