

## **BACHELOR'S DEGREE IN DESIGN AND INNOVATION**

### **SUBJECT TEACHING PLAN COMMUNICATION AND ACADEMIC WRITTING**

ACADEMIC YEAR: 2026-27  
GRADE: 4th  
CHARACTER: Compulsory  
SEMESTER: 2nd  
ECTS: 6  
TEACHING HOURS: 45  
HOURS OF SELF-EMPLOYMENT: 105  
TOTAL HOURS: 150  
LANGUAGE/S: English  
CODE: 17027

TEACHING TEAM: Gastón Lisak [glisak@elisava.net](mailto:glisak@elisava.net)

#### **PRESENTATION OF SUBJECT / OBJECTIVES**

This subject includes tools and strategies for visual, oral and written communication of a project, both for the scientific community and for society. Through individual and group exercises, students will be able to work more deeply on communication, generating scientific articles, comments and group presentations.

#### **SUSTAINABLE DEVELOPMENT GOALS (SDGS)**

This subject does not specifically incorporate any SDGs.

#### **CONTENTS**

##### **Block-I: ORAL**

Oral presentation: Communication, visual and non-verbal language.  
Discourse and storytelling

##### **Block-II: VISUAL**

Graphic Publishing  
Photography and art direction

##### **Block-III: WRITTEN**

Writing an opinion piece in a specialized journal  
Creation of abstract, citation, bibliography.

##### **Block- IV: TFG Consultancies**

#### **TEACHING METHODOLOGIES**

- Work sessions with the whole group, class with the teacher. (PA)
- Work sessions in small groups with the teacher. (PB)
- Individual tutoring sessions with the teacher (PC)
- Group tutoring sessions with the teacher. (PD)
- Individual autonomous work sessions. (PE)

#### **COMPETENCES**

- G2 - Configure new realities based on the interpretation of the historical, social, cultural, economic and technological context.
- CB3 - Students must have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific or ethical issues
- CB4 - Students are able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.
- T1 - Act with a spirit and critical reflection in the face of knowledge in all its dimensions, showing intellectual, cultural and scientific concern and commitment to rigor and quality in professional demand.
- T6 - Use different forms of communication, both oral and written or audiovisual, in their own language and in foreign languages, with a high degree of correctness in use, form and content.
- E3 - Apply critical thinking in the design process considering the social responsibility of design practice and the implications derived from creations.
- E10 - Develop the appropriate material to communicate and make decisions effectively in each of the phases of the design project.
- E12 - Elaborate and argue the design project properly in visual and discursive terms, both in theoretical and professional environments.

## LEARNING OUTCOMES

- Collects and interprets data and information on which to base their conclusions, including reflections on social, scientific, ethical issues in the field of design.
- It communicates knowledge, methodology, ideas, problems and solutions to all types of audiences (specialized or not) in a clear and precise way.
- Shows skills for critical reflection in the processes linked to the exercise of the profession.
- Prepares reports and written documents (mainly of a technical nature) with spelling and grammatical correction in Catalan, Spanish and English.
- She uses gender-sensitive language, both in oral and written productions.
- Demonstrates a critical attitude in the design process in relation to social responsibility and implications in design practice.
- Clearly explain the project through the choice and use of the appropriate representation tools.
- Evaluate and use the appropriate research tools according to the needs of the context.
- Recognize and analyze the existing conditioning factors and opportunities to solve complex challenges.
- Interprets information from other disciplines to elaborate their own discourse.
- Explain and justify project decisions in a coherent way.

## TRAINING ACTIVITIES

Each subject will present at the beginning of the course its WORK PLAN where the didactic activities per week / session / autonomous work are recorded.

## EVALUATION

### EVALUATION SYSTEMS

The evaluation of the subject will be based on continuous monitoring of the student's academic work throughout the course.

| EVALUATION SYSTEM                          | MINIMUM WEIGHTING | MAXIMUM WEIGHTING | FINAL WEIGHTING |
|--------------------------------------------|-------------------|-------------------|-----------------|
| P1-Observation of participation            | 15                | 30                | 15              |
| P2-Follow-up of the work done              | 20                | 40                | 35              |
| P5-Completion of required work or projects | 30                | 50                | 50              |

### EVALUATION CRITERIA

The final grade of the subject will be the weighted average of the grades of the assessable activities according to the following table

| ASSESSABLE ACTIVITY                                                  | WEIGHT | RETRIEVABLE (up to 50%) | EVALUATION SYSTEM |
|----------------------------------------------------------------------|--------|-------------------------|-------------------|
| Activity-1 Attendance, attitude and participation in class           | 15%    | NO                      | P-1               |
| Activity-2 Submissions and follow-up of classes                      | 35%    | NO                      | P-2               |
| Activity-3 Work Opinion article                                      | 25%    | YES*                    | P-5               |
| Activity-4 Work Presentation of congress + communication of congress | 25%    | YES*                    | P-5               |

Students will have the option of re-examining themselves for recoverable tests. The recovery tests will be carried out in the period of the semester destined to this function, not being able to recover more than 50% of the subject.

\* In the event that the Recoverable Evaluable Activities exceed 50%, the student may choose, up to a limit of 50%.

The unjustified non-presentation of any evaluable activity implies a grade of 0, even if the activity has been qualified as Recoverable.

The Recoverable Activities can only be subject to recovery when they have been delivered by the student on the indicated date and with a grade equal to or greater than 3.

If you renounce access to the recovery test, the grade achieved in the first instance will be maintained.

In case of presenting to recovery, the note obtained will be the last, even if it is less than the first.

Plagiarism or copying someone else's work is penalized in all universities and, according to the Rules of Coexistence of the University of Vic-Central University of Catalonia, they constitute serious or very serious offenses. That is why during the course of this subject any indication of plagiarism or misappropriation of other people's texts or ideas ([What is considered plagiarism?](#)) as well as the improper or undeclared use of Artificial Intelligence in an activity, will result automatically in failure of the subject and/or other disciplinary measures ([Norms of Coexistence of the University of Vic-Central University of Catalonia](#)).

For any questions or queries, see the ([Academic Regulations for the Degree of the Elisava Faculty of Design and Engineering UVic-UCC](#)).

#### **BIBLIOGRAPHY AND TEACHING RESOURCES**

- Fuller, J. 2024. *The Auto-Ethnographic Turn in Design*: Edited by Louise Schouwenberg and Michael Kaethler. Amsterdam: Valiz, 2021
- Heller, E. 2004. *Psicología del color*. Gustavo Gili.
- Maeda, J. 2010. *Las leyes de la simplicidad: diseño, tecnología, negocios, vida*. Editorial Gedisa.
- Munari, B. 2018. *Fantasia: invenzione, creatività e immaginazione nelle comunicazioni visive*. Gius. Laterza & Figli Spa.
- Munari, B. 2024. *Design como arte*. Editora Cobogó.