BACHELOR'S DEGREE IN DESIGN AND INNOVATION

SUBJECT TEACHING PLAN
DESIGN MANAGEMENT

ACADEMIC YEAR: 2026-27
GRADE: 4th
CHARACTER: Compulsory
SEMESTER: 1st
ECTS: 6
TEACHING HOURS: 45
HOURS OF SELF-EMPLOYMENT: 105
TOTAL HOURS: 150
LANGUAGE/S: English
CODE: 16981

TEACHING TEAM: Guillem Virgili gvirgili@elisava.net

PRESENTATION OF SUBJECT / OBJECTIVES

In this course we will analyze the panorama of the creative industry, as well as the role of Design Management in the different organizational models in creative studios, in industry and in the field of *research*. We will work on aspects such as: the design commission, the client-studio relationship and the development of the work plan. We will understand the costs associated with a creative studio, the structure and the staff for calculating budgets. We will end with the public presentation to the client of the proposal, the planning and the budget.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject specifically incorporates the following SDG and its target:
Goal 8: New social and economic models.
8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

CONTENTS

Block-I: Introduction to Design Management
- 1.1. Panorama of the creative industry.
- 1.2. Design Management in *research*.
- 1.3. Organizational models.
- 1.4. Interview with studios or departments.
- 1.5. Value proposition.
- 1.6. Proposal of an organizational model.

Block-II: The design commission.
- 2.1. Brief and counter brief.
- 2.2. Planning.
- 2.3. Design protection.
- 2.4. Work plan.

Block-III: Cost calculation.
- 3.1. Structural costs.
- 3.2. Wage costs.
- 3.3. Contracting and taxation.
- 3.4. Calculation of budgets.

Block-IV: Presentation to the Client.
- 4.1. *Elevator Pitc*h
- 4.2. Presentation of the work plan.
- 4.3. Budget.
- 4.4. Invoicing

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)
- Autonomous group work sessions. (PF)

COMPETENCES

- 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
- 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.
- T2 - Project the values of entrepreneurship and innovation in the exercise of the personal, academic and professional trajectory, through contact with different realities of practice and with motivation towards professional development.
- T3 - Interact in global and international contexts to identify needs and new realities that allow knowledge to be transferred to current or emerging areas of professional development, with the capacity for adaptation and self-direction in professional and research processes.
- E8 - Manage the available resources and design project processes in different work areas, on their own or in any business or institutional model.

LEARNING OUTCOMES

- Collects and interprets data and information on which to base their conclusions, including reflections on issues of a social, scientific, ethical nature in the field of design.
- Design solutions that take into account social and environmental impact
- Shows skills for critical reflection in the processes linked to the exercise of the profession.
- It globally evaluates the learning processes carried out according to the plans and objectives set and establishes individual improvement measures.
- It analyzes one's personal and professional capacities in relation to different areas of professional practice.
- It analyses knowledge specific to the field and its contextualization in national and international environments.
- It assesses professional practices in emerging and global contexts and proposes lines of intervention adjusted to different realities.
- Apply correct management of processes and resources in the workplace.

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
P2-Follow-up of the work done	30	40	40
P3-Reports from the students themselves, External Tutors, Tribunal	10	10	10
P4-Specific assessment tests: exams	00	20	20
P5-Completion of required work or projects	25	50	30

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 Partial exercises.	20%	NO	P-2
Activity-2 Public presentation of partial exercises.	20%	NO	P-2
Activity-3 Reflection on learning.	10%	YES*	P-3
Activity-4 Final public presentation.	20%	NO	P-4
Activity-5 Final delivery.	30%	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

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