

DEGREE IN DESIGN AND INNOVATION

TEACHING PLAN OF SUBJECT CONTEXT PROJECT

ACADEMIC YEAR: 2025-26

YEAR: 3º

CHARACTER: Mandatory

SEMESTER: 2nd

ECTS: 12

TEACHING HOURS: 90

HOURS OF SELF-EMPLOYMENT: 210

TOTAL HOURS: 300

LANGUAGE/S: Spanish/Catalan/English

CODE: 17020

TEACHING TEAM: Danae Esparza desparza@elisava.net

PRESENTATION SUBJECT / OBJECTIVES

This subject offers a typology of project where to deepen the specific knowledge of different disciplinary areas of application of design, specifically the field of product, spaces, interactive experiences and graphic, with the main objective of acquiring experience in the professional field in relation to decision making and project management.

This project introduces students to the discipline by linking it with the design of projects with companies and institutions that require personal and teamwork, transdisciplinary, collaborative, international and delocalized. Another objective of the subject is to develop research processes and methodologies in design, decision making, registration and communication of the project.

These projects will be developed from their initial formulation: introduction to project proposal definition techniques, contemplating an area of impact of the discipline taking into account indications on sustainability, ethics and gender in the projects.

For this, real projects are developed from individual contributions and joint work with members from any of the mentions and interpreting the knowledge addressed from different fields.

SUSTAINABLE DEVELOPMENT GOALS (SDG)

This subject does not specifically incorporate any SDG.

CONTENTS

Block _1 Research

- Study of the context of the company or institution and related agents.
- References and background
- Project narrative: Application of codes and languages in the elaboration of narratives.

Block _2 Research methodology

- Main question, objectives, secondary questions and working methods
- Concretization of a proposal that represents the identified opportunities, responds to the questions and objectives established.

Block 3 Experimentation and development

- Development of the formal proposal that responds to the proposal and on the parameters that define it: materials, sustainability criteria, references, brand attributes.
- Explanation of the creative process and decision making.
- Concretization of a formal proposal.

Block 4 Comunicació

- Development of a sketchbook that visualizes the individual work process in a complete way, emphasizing the referents and decision making.
- Presentation of the final proposal in physical format.
- Report that represents the teamwork developed.

TEACHING METHODOLOGIES

- Work sessions with the whole class group with the teacher (PA)
- Individual tutoring sessions with the teacher (PC)
- Group tutoring sessions with the teacher (DP)

COMPETENCES

- Configure new realities from the interpretation of the historical, social, cultural, economic and technological context. (GC2)

- Project the values of entrepreneurship and innovation in the exercise of the academic and professional personal trajectory through contact with different realities of practice and motivation towards professional development (CT2)
- Interact in global and international contexts to identify needs and new realities that allow knowledge to be transferred to current or emerging professional development areas, with the capacity for adaptation and self-direction in professional and research processes (TC3)
- Show skills for professional practice in multidisciplinary and complex environments, in coordination with networking teams, either in face-to-face or virtual environments, through the computer and informational use of ICT (CT4)
- Use different forms of communication, both oral and written or audiovisual, in one's own language and in foreign languages, with a high degree of correctness in use, form and content (CT6)
- Apply knowledge of the different areas of design to adapt to the evolution and needs of the professional context (CE7)
- Develop the appropriate material to communicate and make decisions effectively in each of the phases of the design project (CE10)
- Elaborate and argue the design project with property in visual and discursive terms, both in theoretical and professional environments (CE12)
- Acquire skills in the detection of design opportunities and in the resolution of problems in the development of projects (CE13)

LEARNING OUTCOMES

- It communicates to all types of audiences (specialized or not) in a clear and precise way knowledge, methodology, ideas, problems and solutions. (Process and presentation)
- Solves problems and situations of professional performance with entrepreneurial and innovative attitudes. (Proposal / concept)
- Assumes different responsibilities in collaborative individual work and evaluates the results obtained. (Conclusions)
- Recognizes and analyzes the existing constraints and opportunities to solve complex challenges. (Research)
- Analyzes and interprets information critically to obtain personal conclusions. (individual conclusion)

TRAINING ACTIVITIES

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

EVALUATION

EVALUATION SYSTEMS

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

EVALUATION SYSTEM	MINIMUM WEIGHTING	MAXIMUM WEIGHTING	FINAL WEIGHTING
P1-Observation of participation	10	20	10
P2-Follow-up of the work done (individual)	20	30	30
P5-Realization of required work or projects (group)	20	40	45
P6-Public defense of projects	15	30	15

EVALUATION CRITERIA

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

EVALUABLE ACTIVITY	WEIGHT	RECOVERABLE (up to 50%)	EVALUATION SYSTEM
Activity-1 Individual participation	10%	NO	P-1
Activity-2 Individual document of the work process	20%	NO	P-2
Activity-3 Presentation project objective	20%	NO	P-5
Activity-4 Project prototype (final)	15%	YES*	P-5
Activity-5 Project report	20%	YES*	P-2 + P5
Activity-6 Final public exhibition	15%	NO	P-6

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 DIDACTIC RESOURCES

- Cross, N. 1999. *Design methods: strategies for product design / Engineering design methods*. Limusa.
- Colli, Stefano, Raffaella Perrone. 2003. *Space-identity-company: ephemeral architecture and corporate events*. Barcelona: Gustavo Gili
- Bestley, R., & Noble, I. 2022. *Visual research: an introduction to research methods in graphic design*. Bloomsbury Visual Arts.
- Granet, Keith, Arthur Gensler. 2011. *The business of design: balancing creativity and profitability*. New York: Princeton Architectural Press. <https://ebookcentral.proquest.com/lib/elisava-ebooks/detail.action?docID=3387497>
- Lockwood, Thomas, ed. 2010. *Design thinking: integrating innovation, customer experience and brand value*. New York: Allworth Press
- Martin, B., & Hanington, B. 2019. *Universal Methods of Design Expanded and Revised: 125 Ways to Research*. Rockport Publishers
- Mootee, Idris. 2014. *Design thinking for strategic innovation: what they can't teach you in business or design schools*. Barcelona: Uranus
- Osterwalder, Alexander. 2015. *Designing the value proposition: how to create the products and services your customers are waiting for*. Barcelona: Deusto