

DEGREE IN DESIGN AND INNOVATION

TEACHING PLAN OF SUBJECT VISUAL EXPERIMENTATION

ACADEMIC YEAR: 2025-26

YEAR: 3º

CHARACTER: Optional

SEMESTER: 2nd

ECTS: 6

TEACHING HOURS: 45

HOURS OF SELF-EMPLOYMENT: 105

TOTAL HOURS: 150

LANGUAGE/S: Spanish/Catalan/English

ID: 17022

TEACHING TEAM: David Aguinaga daquinaga@elisava.net

PRESENTATION SUBJECT / OBJECTIVES

This subject initiates students in various processes of experimentation focused on the field of the visual. Emerging methodologies are applied in the exploration of materials, supports, technologies and processes (artisanal and industrial).

The experimentation process itself will foster both the ability to conceptualize objectives and the development of tools and processes of research in design, decision making, process documentation and communication of the proposal in an innovative way.

The exploration, development and implementation of individual capacities will allow students to create a personal language and apply a critical and speculative design to the visual experimentation process itself.

SUSTAINABLE DEVELOPMENT GOALS (SDG)

This subject does not specifically incorporate any SDG.

CONTENTS

Space for visual experimentation through formats, techniques, materials and supports, both for the creation of a personal language in the design process, and for the communication of projects in an innovative way.

These contents will be treated in 8 different application modules, among which students can choose two: Smart inks, Chat Gpt, Photography and art direction, Film Workshop I + II, Scientific Communication, Generative systems for image making, Creative Tool, Perspectives.

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)
- Individual autonomous work sessions (EP)
- Autonomous group work sessions (FP)

COMPETENCES

- Develop a creative attitude of experimentation, under scientific and humanistic criteria, which favors the exploration of relevant and innovative contributions (GC1)
- That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy (CB5)
- 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 (CT1)
- To become the main actor of the training process itself with a view to personal and professional improvement and the acquisition of a comprehensive training that allows learning and living in a context respectful of linguistic diversity, with diverse social, cultural, gender and economic realities (TC7)
- Experiment with materials, processes and techniques to add value to the design project (CE5)
- Use and generate research tools appropriate to the needs of each project (CE9)
- Develop the appropriate material to communicate and make decisions effectively in each of the phases of the design project (CE10)
- Recognize and apply autonomously the most appropriate digital instruments to develop the project taking into account the coherence of a language of its own (CE11)

LEARNING OUTCOMES

- Creatively applies technical knowledge that adds value to the project.
- Use experimentation to know and make relevant and innovative decisions.

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 a continuous monitoring of the student's academic work throughout the course.

EVALUATION SYSTEM	MINIMUM WEIGHTING	MAXIMUM WEIGHTING	FINAL WEIGHTING
P1-Observation of participation	5	10	10
P2-Follow-up of the work done	20	30	30
P5-Realization of required works or projects	30	60	50
P6-Public defense of projects	10	20	10

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 Participation in module 1	10%	NO	P-1 / P-2
Activity-2 Participation in module 2	10%	NO	P-1 / P-2
Activity-3 Experimentation process module 1	20%	NO	P-2 / P-5
Activity-4 Experimentation process module 2	20%	NO	P-2 / P-5
Activity-5 Final delivery module 1	20%	YES*	P-5 / P-6
Activity-6 Final delivery module 2	20%	YES*	P-5 / 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 TEACHING RESOURCES

- Berger, John. 2012. *Ways of seeing: Based on the BBC television series with John Berger*. British Broadcasting Corp.
- Lupton, Ellen. 2014. *Graphic design thinking: Beyond brainstorming*. Princeton Architectural Press.
- Nauman, Bruce, and Christine Litz. 2003. Bruce Nauman - mapping the studio I, (fat chance john cage): *Ausstellung: AC: Bruce Nauman "mapping the studio I (fat chance john cage)"*, Museum Ludwig, Köln, 8. Feb. - 11. mai 2003,
- "Scripts - Automatic Drawing Machines on Display in Barcelona." IAAC Blog. Accessed May 22, 2023. <https://www.iaacblog.com/life/scripts-automatic-drawing-machines-on-display-in-barcelona/>.
- "Triangle Network History." Triangle Network. Accessed May 22, 2023. <https://trianglenetwork.org/triangle-network/about/triangle-network-history/>.
- Wise, J. Macgregor. 2016. *New Visualities, new technologies: The New Ecstasy of Communication*. Routledge.

