

DEGREE IN DESIGN AND INNOVATION

SYLLABUS

CONTEXT PROJECT

ACADEMIC YEAR: 2026-27

YEAR: 3rd

SUBJECT TYPE: Compulsory

SEMESTER: 2nd

ECTS: 12

TEACHING HOURS: 90

AUTONOMOUS WORKING HOURS: 210

TOTAL HOURS: 300

LANGUAGE/S: Spanish/Catalan/English

CODE: 17020

TEACHING TEAM: Cristina Taverner ctaverner@elisava.net

PRESENTATION SUBJECT / GOALS

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
- Concretisation 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.
- Concretisation of a formal proposal.

Block 4 Communication

- Development of a sketchbook that visualises the individual work process in a complete way, emphasising 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)

COMPETENCIES

- Configuring new realities based on the interpretation of the historical, social, cultural, economic and technological context (CG2)
- Projecting 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)
- Interacting 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 the professional and research processes (TC3)
- Showing skills for the 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)
- Using different forms of communication in their own language and in foreign languages, (whether oral, written or audiovisual), with a high degree of correctness in use, form and content (CT6)
- Developing prototypes for experimentation, formal and technical testing that allow the communication of the concept and technical justification of the project (CE7)
- Developing the appropriate material to communicate and make decisions effectively in each of the phases of the design project (CE10)
- Elaborating and arguing the design project with property in visual and discursive terms, both in theoretical and professional environments. (CE12)
- Acquiring skills in the detection of design opportunities and in the resolution of problems in the development of projects. (CE13)

LEARNING OUTCOMES

- Communicating to all types of audiences (specialised or not) in a clear and precise way knowledge, methodology, ideas, problems and solutions. (Process and presentation)
- Solving problems and situations of professional performance with entrepreneurial and innovative attitudes. (Proposal / concept)
- Assuming different responsibilities in collaborative individual work and evaluates the results obtained. (Conclusions)

- Recognising and analysing the existing constraints and opportunities to solve complex challenges. (Research)
- Analysing and interpreting 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.

EXAMINATION**EXAMINATION SYSTEMS**

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

EXAMINATION 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-Realisation of required work or projects (group)	20	40	45
P6-Public defence of projects	15	30	15

EXAMINATION CRITERIA

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

EXAMINATION ACTIVITY	WEIGHT	RECOVERABLE (up to 50%)	EXAMINATION SYSTEM
Activity-1 Individual participation (teacher and group =5%+5%)	10%	NO	P-1
Activity-2 Individual document of the work process	30%	NO	P-2
Activity-3 Presentation project objective	10%	NO	P-5
Activity-4 Practical exercises and process models	10%	NO	P-5
Activity-5 Project prototype (final)	5%	YES*	P-5
Activity-6 Project report	20%	YES*	P-5
Activity-7 Final public exhibition	15%	NO	P-6

Students will have the option of retaking the retake tests. The retake tests will be carried out in the period of the semester allocated to this function, not being able to recover more than 50% of the subject.

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

The unjustified non-submission of any assessable activity implies a grade of 0, even if the activity has been classified as Recoverable.

Recoverable Activities can only be recovered when they have been submitted by the student body on the indicated date and with a grade equal to or greater than 3.

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** In order to calculate the final grade of the subject, it will be necessary to obtain a minimum grade of 4 in the weighted average of the exams (P-4 evaluation system).

If access to the retake test is waived, the grade achieved in the first instance will be maintained. In case of taking the recovery, the grade obtained will be the last, even if it is lower than the first.

Plagiarism or copying of other people's work is penalised 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 offences. That is why in the course of this subject any indication of plagiarism or misappropriation of texts or ideas other people ([What is considered plagiarism?](#)) as well as the improper or undeclared use of Artificial Intelligence in an activity, automatically translates into a suspension and/or other disciplinary measures ([Normes de Convivència de la Universitat de Vic-Universitat Central de Catalunya](#)).

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

BIBLIOGRAPHY AND DIDACTIC RESOURCES

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- 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.

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