

BACHELOR'S DEGREE IN DESIGN AND INNOVATION

SYLLABUS DISCOVER

ACADEMIC YEAR: 2026-27

COURSE: 1st

SUBJECT TYPE: Basic Training

SEMESTER: 1st

ECTS: 6

TEACHING HOURS: 45

AUTONOMOUS WORK HOURS: 105

TOTAL HOURS: 150

LANGUAGE/S: Spanish/Catalan

CODE: 16966

TEACHING TEAM: Jordi Sàbat jsabat@elisava.net

SUBJECT PRESENTATION / GOALS

Languages of representation and expression as a primary tool of analysis and communication in the field of design. Introduction to the tools and concepts of form, volume, colour, image, and matter.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject does not specifically incorporate any SDGs

CONTENTS

- Languages of representation and expression: Standardisation to the gesture and its expression from the discovery of the various artistic techniques.
- Artistic Languages: Introduction to the concepts of form, volume, colour, and matter.
- Immersion in analytical and descriptive drawing in the representation of the real.
- Introduction to the language of the image from photography.
- Application of codes and languages in the elaboration of narratives.
- Identification and development of one's own language: making use of the technical, material and conceptual processes of the course.

TEACHING METHODOLOGIES

- Work sessions with the whole class group, with the teacher. (PA)

COMPETENCIES

- Enabling the students to be able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience. (CB4)
- Integrating formal sensitivity as a fundamental part of the project process. (G3)
- Becoming the main actor in the training process itself with a view to personal and professional improvement and the acquisition of a comprehensive training that allows learning and coexist in a context that respects linguistic diversity, with diverse social, cultural, gender and economic realities. (T7)
- Experimenting with materials, processes and techniques to add value to the design project. (E5)
- Developing the appropriate material to communicate and make decisions effectively in each of the phases of the design project. (E10)

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LEARNING OUTCOMES

- For the student to communicate knowledge, methodology, ideas, problems and solutions to all types of audiences (specialized or not) in a clear and precise way.
- For the student to define their own learning goals, and designs coherent and realistic development processes with the same objectives and time available.
- For the student to show an attitude of motivation and commitment to personal and professional improvement.
- For the student to creatively apply the technical knowledge that adds value to the project.
- For the student to clearly explain the project through the choice and use of the appropriate representation tools.

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 specified.

EXAMINATION**EXAMINATION SYSTEMS**

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

EXAMINATION SYSTEM	MINIMUM WEIGHTING	MAXIMUM WEIGHTING	FINAL WEIGHTING
P1-Observation of participation	10	10	10
P2-Follow-up of the carried-out work	15	30	30
P5-Carrying out work or required projects	40	80	60

EXAMINATION 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	RECOVERABLE (up to 50%)	EVALUATION SYSTEM
Activity-1 Drawing	35%	YES*	P-2 / P-5
Activity-2 Photography	35%	YES*	P-2 / P-5
Activity-3 Drawing-Photography	20%	NO	P-2 / P-5
Activity-4 Attendance and participation	10%	NO	P-1

Students will have the option of resitting the recoverable tests. The recoverable tests will be carried out during 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 resit when they have been submitted by the student body on the indicated date and with a grade equal to or greater than 3.

Should access to the recoverable test is waived, the grade achieved in the first instance will be maintained.

In case of taking the resit, the grade obtained will be the last one, even if it is lower than the first one.

Plagiarism or copying of other people's work is penalised in all universities and, according to the Code of Conduct 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 TEACHING RESOURCES

- Berger, John. 2014. *Sobre el dibujo*. Barcelona: Gustavo Gili.
- Berger, John. 2000. *Modos de ver*. Barcelona: Gustavo Gili.
- Berger, J.; Demirel, S. 2014. *Cataratas*. Barcelona: Gustavo Gili.
- Edwards, Betty, 1984. *Aprender a dibujar con el lado derecho del cerebro*. Madrid: Herman Blume.
- Birch, Helen. 2015. *Dibujar*. Barcelona: Gustavo Gili.
- Gail Greet, H. 2002. *Elements of design: Rowena Reed Kostellow and the structure of visual relationships*. New York: Princeton Architectural Press.
- Jenny, P. 2014. *Técnicas de dibujo*. Barcelona: Gustavo Gili.
- Munari, Bruno. 2002. *Diseño y comunicación visual*. Barcelona: Gustavo Gili.
- Wong, Wucius. 1988. *Fundamentos del diseño*. Barcelona: Gustavo Gili.

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