

BACHELOR'S DEGREE IN DESIGN AND INNOVATION

SYLLABUS DESIGN PROCESSES

ACADEMIC YEAR: 2025-26

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: 16969

TEACHING TEAM: María José Araya maraya@elisava.net

PRESENTATION OF SUBJECT / GOALS

Introduction to the design project process from the methods and processes as tools to investigate, devise, develop, and solve a design project.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject does not specifically incorporate any SDGs

CONTENTS

- Ideation and representation of objects and spaces: prototyping, ideation drawing, storytelling, visual thinking, infographics, photography, concept model, simulations, presentation.
- Work and time management: resources for individual and team projects, preparation of work plan.
- Documentation of the experimentation and design process; reflection on the methodology used.

TEACHING METHODOLOGIES

- PA-Work sessions with the whole group class with the teacher

COMPETENCIES

- Developing a creative attitude of experimentation, under scientific and humanistic criteria, which favours the exploration of relevant and innovative contributions. (G1)
- The student must know how to apply their knowledge to their work or vocation in a professional way and to possess the competencies that are usually demonstrated through the elaboration and defence of arguments and the resolution of problems within their area of study. (CB2)
- Showing 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 ICTs. (T4)
- 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)

- Define a personal positioning of the design based on a political, social, environmental, ethical and aesthetic vision of the context. (E1)
- Apply knowledge of the different areas of design to adapt to the evolution and needs of the professional context. (E7)
- Developing the appropriate material to communicate and make decisions effectively in each of the phases of the design project. (E10)
- Acquire skills in the detection of design opportunities and in the resolution of problems in the development of projects. (E13)

LEARNING OUTCOMES

- For the student to apply their knowledge to solve problems in complex or professional and specialized work environments that require the use of creative and innovative ideas.
- For the student to demonstrate a critical attitude in the design process in relation to social responsibility and implications in design practice.
- For the student to clearly explain the project through the choice and use of the appropriate representation tools.
- For the student to recognize and analyse the existing conditioning factors and opportunities to solve complex challenges.

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.

EXAMINATION

EXAMINATIONS 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	30	10
P2-Follow-up of the carried-out work	25	40	40
P5-Carrying out required work or projects	30	50	50

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 Sketchbook Methods-1	20%	NO	P-2
Activity-2 Sketchbook Methods-2	20%	NO	P-2
Activity-3 Physical Sketchbook	10%	YES*	P-1
Activity-4 Toolkit-1 Partial	20%	NO	P-5
Activity-4 Toolkit-2 Final	30%	YES*	P-5

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

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- Dondis, D. A. 1998. *La sintaxis de la imagen, introducción al alfabeto visual*. Barcelona: Gustavo Gili.
- Hustwit, G. 2015. *Helvetica/ objectified/Urbanizes: The complete interviews*. Ivorypress.
- Kentrige, W. 2007. *William Kentridge on his process*. SFMOMA, San Francisco Museum of Modern Art. https://youtu.be/5_UphwAfjkh (20/02/2018).
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