

MASTER'S DEGREE IN INTERDISCIPLINARY STUDIES IN DESIGN AND COMMUNICATION (MUEIDC)**SYLLABUS****DESIGN AND COMMUNICATION STRATEGIES**

ACADEMIC YEAR: 2026-27

SUBJECT TYPE: Compulsory

SEMESTER: 1st

ECTS: 6

TEACHING HOURS: 45

HOURS OF AUTONOMOUS WORK: 105

TOTAL HOURS: 150

LANGUAGE/S: Spanish

CODE: 16927

TEACHING TEAM: Juan J. Arrausi (PhD) jjarrausi@elisava.net**PRESENTATION OF SUBJECT / GOALS**

The purpose of this course is to provide students with the basic operational tools necessary for the analysis and definition of strategic concepts of the argumentative academic essay. Students will learn to rigorously evaluate the needs and opportunities of the market to determine the suitability of various communicative actions, applying methodologies that follow this process: definition of the objective, selection of the environment, design of instruments, fieldwork and analysis and conclusions. For which it will use corporate strategies such as marketing, branding and strategic planning. As the central axis of its development, the subject integrates an interdisciplinary research model, where research is deepened "for" design, "about" design and "through" design. This methodological approach allows not only to solve complex problems in dynamic environments, but also to approach academic writing and critical reflection on the positioning of brands and institutions through the elaboration of argumentative essays. The objective is to articulate a specific argumentation from this perspective to integrate it into the research proposal of the Master's degree Final Project.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject does not specifically incorporate any SDGs.

CONTENTS

The subject is structured in the following three thematic axes:

- **Block 1: Argumentative strategies in the academic field of design**, focused on the reading-writing, the textualization of ideas and the use of references.
- **Block 2: Trends and markets**. Positioning study, field study, market analysis, macro/microtrends (*Take the Pulse*) and futures prospecting.
- **Block 3: The academic essay**, cradle of thought and reflection, dedicated to the Structure, morphology and content of the argumentative essay (*position paper*).

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TEACHING METHODOLOGIES

- P1-Work sessions with the whole class group with the teacher
- P2-Small group work sessions with the teacher
- P4-Group tutoring sessions with the teacher
- P5-Individual Autonomous Work Sessions
- P6-Autonomous group work sessions

COMPETENCIES

- Developing a creative attitude of experimentation, under scientific and humanistic criteria, which favours the exploration of relevant and innovative contributions (G1)
- Students must be able to apply the knowledge acquired and their problem-solving skills in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study (CB7)
- 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 professional and research processes (T3)
- 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)
- Defining a design strategy through methodological scripts in order to sequentially control the phases of diagnosis, definition, development and implementation of a proposal from an interdisciplinary perspective (E1)
- Solving a situation in the field of design and communication, which involves formulating complex problems in dynamic environments, as well as viable proposals for solutions to these problems (E2)
- Understanding in depth research "for" design, "about" design and "through" design (E3)

LEARNING OUTCOMES

- Applying and integrating their knowledge for problem solving in new environments, including multidisciplinary and specialised contexts. (M1-2)
- Assuming different responsibilities in individual or collaborative work, and evaluating the results obtained. (M1-3)
- Making decisions considering the complexity of situations and the need to work in a multiprofessional way. (M1-4)
- Clearly distinguishing and identifying the different phases of development of a design project and methodologically plans the development sequence. (M1-5)
- Proposing solution concepts and valid project paths to arrive at appropriate solutions for the design problem in question. (M1-7)
- Showing knowledge of the different codes and operating systems to provide technically viable solutions according to the objectives and constraints of the project. (M1-8)

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**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
P2-Follow-up of the work done	15	30	20
P5-Completion of required work or projects	50	90	80

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:

EXAMINATION ACTIVITY	WEIGHT	RECOVERABLE (up to 50%)	EXAMINATION SYSTEM
Activity 1: Partial follow-ups, participation and attitude	20%	NO	P-2
Activity 2: Strategies study	15%	NO	P-5
Activity 3: Tendencies study	15%	NO	P-5
Activity 4: Written academic study	50%	SI*	P-5

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.

* If 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.

The Recoverable Activities can only be recovered when the student delivers them on the indicated date and with a grade higher than 3.

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.

To obtain a grade in the subject, attendance at 80% of the scheduled teaching-learning activities is required. Otherwise, it will be evaluated as "Not presented".

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 for the Master's Degree at UVic-UCC <https://www.uvic.cat/es/normativa/FEC/master#general>

BIBLIOGRAPHY AND TEACHING RESOURCES

- Alexander, Tibelius. 2013. *The Logo design toolbox: time-saving templates for graphic design*. Gestalten.
- Byung-Chul Han. 2021. *No- Cosas: quiebras del mundo de hoy*. Taurus.
- Camps, A. 2013. La escritura académica en la universidad. *REDU: Revista de docencia Universitaria*, 11(1), 17.
- Cassany, Daniel. 2000. *La cocina de la escritura*. Anagrama.
- Castelló, Montserrat. 2015. *Escribir y comunicarse en contextos científicos y académicos*. Graó.
- Godin, Seth. 2016. *Todos somos un poco raros: el auge de las comunidades y el fin de lo normal*. Alienta.
- Leonard, Neil y Ambrose, Gavin. 2013. *Investigación en el diseño*. Parramón.
- López-Lago, Samuel. 2021. *Vademécum de métodos de diseño*. Experimenta.
- Quivy, Raymond. 2000. *Manual de Investigación en Ciencias Sociales*. Limusa.
- Pérez, P. B. 2021. *Escritura académica*. Exlibric.
- Rault, David et. al. 2020. *El abc de a tipografía*. Norma editorial.
- Shumate, Michael. 2015. *Logo Theory: How Branding Design Really Works*. Elfstone Press.
- Slade-Brooking, C. 2016. *Creating a Brand Identity: A Guide for Designers*. Laurence King Verlag.
- Songel, Fiona. *El arte de leer las calles*. Valencia: Barlin Libros, 2020.

The teaching staff will provide a specific bibliography at the beginning of the subject, if applicable.

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