

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

ACADEMIC YEAR: 2026-27

CHARACTER: Compulsory

SEMESTER: 1st

ECTS: 6

TEACHING HOURS: 45

HOURS OF SELF-EMPLOYMENT: 105

TOTAL HOURS: 150

LANGUAGE/S: Spanish

CODE: 16928

TEACHING TEAM: Dr. Francesc Ribot fribot@elisava.net**PRESENTATION OF SUBJECT / OBJECTIVES**

This subject offers an analytical vision of the media and the environment as essential sources of knowledge for design and communication, understanding them as integrating elements in the construction of contemporary thought. The central approach defines the object as the medium that formalizes both the functional and the symbolic, thus configuring the identity of the being in its environment. As a methodological axis, the subject integrates into an interdisciplinary research model, where documentary research is deepened. This method allows students to formulate complex problems in dynamic environments and propose original and viable solutions, applying advanced knowledge in contexts of scientific and technological research. The objective is to articulate a specific argumentation from this perspective to integrate it into the research proposal of the TFM.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject does not specifically incorporate any SDGs.

CONTENTS

Block 1: Exploration of object culture, focusing on foundational myths, the identity of objects and their historical revision.

Block 2: Object-subject, changes of meaning and context, which addresses the observation of the environment, the analysis of antecedents and the transition from the usual to the philosophical.

Block 3: Communication of the object, heritage and collections; the object as a means of communication; collecting and the construction of stories; the story of the object and the public; the communicative management of the object; public communication through exhibitions and curatorship.

TEACHING METHODOLOGIES

- P1-Work sessions with the whole class group with the teacher

- P4-Group tutoring sessions with the teacher
- P5-Individual Autonomous Work Sessions
- P6-Autonomous group work sessions

COMPETENCIES

- Possess and understand knowledge that provides a foundation or opportunity to be original in the development and/or application of ideas, often in a research context. (CB6)
- 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)
- Interact 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)
- To solve 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)
- Gain an in-depth understanding of research "for" design, "about" design, and "through" design. (E3)

LEARNING OUTCOMES

- Understands and applies advanced knowledge of theoretical and practical aspects in scientific and technological research contexts. (M1-1)
- Assumes different responsibilities in individual or collaborative work and evaluates the results obtained. (M1-3)
- Foresee and analyse the impact that our proposed actions may have on a group or organisation from the control of possible responses and repercussions. (M1-6)
- Proposes solution concepts and valid project paths to arrive at appropriate solutions for the design problem in question. (M1-7)
- Shows 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.

EVALUATION**EVALUATION SYSTEMS**

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

EVALUATION SYSTEM	MINIMUM WEIGHTING	MAXIMUM WEIGHTING	FINAL WEIGHTING
P2-Follow-up of the work done	15	30	30
P5-Completion of required work or projects	50	90	70

EVALUATION 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	RETRIEVABLE (up to 50%)	EVALUATION SYSTEM
Reading and Analysis Exercise 1	15%	NO	P-2
Reading and Analysis Exercise 2	15%	NO	P-2
Subject project	50%	YES*	P-5
Public presentation	20%	NO	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 someone else'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 of other people ([What is considered plagiarism?](#)) as well as the improper or undeclared use of Artificial Intelligence in an activity, automatically translates into a failure 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

Block I:

- Bodei, Remo. 2009. *La vita delle cose*. Roma-Bari: Editori Laterza. (Spanish edition: ed. Amorrortu).
- Heidegger, Martin. 1952-1953. "The Thing", in *Ideas and Values*, 2 (7-8), (pp: 661-678).
- Jullien, François. 2017. *Cultural identity does not exist*. Taurus.
- Macry, Paolo. 1997. *Contemporary Society. A Historical Introduction*. Ariel.
- Marx, Karl. 2014. *The Fetishism of the Commodity (and Its Secret)*. Pumpkin Seeds ed.
- José Luis Pardo. 1991. *On Spaces. Painting, Writing, Thinking*. Ediciones del Serbal.
- Perec, Georges. 2012. *Attempt to exhaust a Parisian place*. Gustavo Gili.
- Puig, Arnau. 1979. *Sociology of Forms*. Gustavo Gili.
- Zimmermann, Clemens. 2012. *The Era of the Metropolises. Urbanism and Development of the Big City*. XXI Century.

Blocks II and III

- Baudrillard, J. 2010. *The system of objects*. XXI century.
- Belk, R. 2002. *Collecting in a consumer society*. Routledge.
- Blom, P. 2013. *The passionate collector: an intimate story*. Anagram.
- Delbourgo, J. 2019. *Collecting the world: Hans Sloane and the origins of the British Museum*. The Belknap Press.
- Falguières, P. 2003. *Les Chambres des merveilles*. Bayard.
- Hobsbawm, E. J., & Ranger, T. O. 1992. *The Invention of tradition*. Cambridge University Press.
- Impey, O. 1985. *The Origins of museums: the cabinet of curiosities in sixteenth and seventeenth-century Europe*. Clarendon Press.
- Trentmann, F. 2016. Empire of things: how we became a world of consumers, from the fifteenth century to the twenty-first. In Allen Lane.

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

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