

MASTER'S DEGREE IN INTERDISCIPLINARY STUDIES IN DESIGN AND COMMUNICATION (MUEIDC)**SYLLABUS****SOCIAL DESIGN. CARE AND THE COMMON GOOD**

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: 16930

TEACHING TEAM: Lara García-Díaz (PhD) lgarciad@elisava.net**PRESENTATION OF SUBJECT / GOALS**

Social design has been consolidated in the last two decades as a field of practice, research and debate aimed at intervening in complex problems that cross everyday life, institutions, territories and forms of coexistence. However, its definition continues to be the subject of debate: it does not designate only a type of project "for the social", but a way of understanding how design participates in the production of relationships, values, infrastructures, dependencies, exclusions and possibilities for collective action. This subject proposes a critical approach to social design from three complementary axes: the ethics of care, the production of the common and the socio-material conditions that sustain collective life. Through readings, case analysis, seminar discussion, fieldwork and collective editing exercises, students will learn to identify the ethical, political and material assumptions that inform design practices aimed at social transformation. The subject situates design not only as a professional practice capable of mediating, prototyping and activating processes with communities, institutions and organizations, but also as a research practice that produces knowledge about the conditions that make possible or prevent more just, inclusive and sustainable forms of common life. The subject offers conceptual and methodological tools to formulate research questions in design and communication, critically analyse contemporary cases and practices, argue project decisions from ethical and sociocultural criteria, and translate this analysis into communicable formats. 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: Cartographies of design from social action**

- Genealogies and contemporary debates of social design.
- Social design, participatory design, social innovation, design for transition and design justice.
- From design for others to design from other places: displacement of the center, self-organization and dispute over representation.

Block 2. Care, social reproduction and interdependence

- Theory of social reproduction, ethics of care and intersectionality.
- Care, maintenance, repair and sustainability as design problems.
- Social and ethical responsibilities of design in contexts of vulnerability, inequality and dependence.

Block 3. Common Good, Commons and Collective Organization

- Theories of commons, commons and commoning practices: of shared resources to the relationships that sustain them.
- Feminist perspectives on the commons: interdependence, sustainability of life and politicization of the invisible tasks that make the collective possible.
- Social design beyond the client/service: cooperation, mediation, co-responsibility and collective production of material, symbolic and communicative infrastructures.

TEACHING METHODOLOGIES

- P1-Work sessions with the whole class group with the teacher
- P2-Small group work sessions with the teacher
- P3-Individual tutoring sessions with the teacher
- P5-Individual Autonomous Work Sessions
- P6-Autonomous group work sessions

COMPETENCIES

- Students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments. (CB8)
- Students should be able to communicate their conclusions, and the knowledge and ultimate reasons behind them to specialized and non-specialized audiences in a clear and unambiguous manner. (CB9)
- Acting with a spirit and critical reflection in the face of knowledge in all its dimensions, showing intellectual, cultural and scientific concern and commitment to rigour and quality in professional demand. (T1)
- Exercising active citizenship and individual responsibility with a commitment to democratic values, sustainability and universal design, based on practices based on learning, service and social inclusion. (T5)
- Using different forms of communication, both oral and written or audiovisual, in their own language and in foreign languages, with a high degree of correctness in use, form and content. (T6)
- Understanding in depth research "for" design, "about" design and "through" design. (E3)
- Carrying out research proposals in Design, adapting the methodology to the purpose and the means available. (E4)
- Presenting orally (through reports or other formats) the methods and results of technical-academic research in design and communication. (E6)
- Discovering and analysing the ethical implications of design as an agent of socio-cultural configuration, integrating this analysis into a reflective decision-making process in the different phases of the project. (E7)

LEARNING OUTCOMES

- Evaluating and selecting the appropriate scientific theory and the precise methodology to formulate judgments, including a reflection on the social or ethical responsibility linked to the solution proposed in each case. (M2-1)
- Taking responsibility for their own professional development and specialisation in the field of design. (M2-2)
- Conveying in a clear and unambiguous way results from scientific and technological research, as well as the most relevant foundations on which they are based. (M2-3)
- Globally evaluating the learning processes carried out according to the plans and objectives set, and establishing individual and team improvement measures. (M2-4)
- Showing attitudes of respect towards linguistic, social and cultural diversity. (M2-5)
- Appropriately using oral language (verbal and non-verbal) in personal and professional interaction in Catalan, Spanish and/or English. (M2-6)
- Defining a research project within the fields of social communication, branding, services, products, environment or mixed. (M2-7)
- Planning and executing design research strategies based on the established premises, conditioning factors and objectives. (M2-8)
- Using appropriate language for the oral communication of the proposals, adapting the discourse and arguments to the audience to reach an optimal level of communication between professionals, academics and/or technicians. (M2-9)
- Distinguishing the values present in today's society in order to foresee actions from the world of design and communication. (M2-10)

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	30
P5-Completion of required work or projects	50	90	70

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
Curating and editing an academic monograph	30%	YES*	P-2
Reading and analysis exercise	30%	NO	P-5
Development of a common glossary	20%	YES*	P-5
Active participation and assistance	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 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 Convivencia 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

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- Boelen, J., Kaethler, M. 2020. *Social Matter, Social Design, For Good or Bad, All Design Is Social*. Valiz.
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The teaching staff will provide a specific bibliography at the beginning of the subject, if applicable.