

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

SYLLABUS

ACADEMIC-SCIENTIFIC METHODOLOGY FOR DESIGN RESEARCH

ACADEMIC YEAR: 2025-26

SUBJECT TYPE: Compulsory

SEMESTER: 2nd

ECTS: 6

TEACHING HOURS: 45

HOURS OF AUTONOMOUS WORK HOURS: 105

TOTAL HOURS: 150

LANGUAGE/S: Spanish

CODE: 16931

TEACHING TEAM: Rafael Pozo-Puértolas (PhD) rpozo@elisava.net

PRESENTATION OF SUBJECT / GOALS

This subject is organized based on theoretical and practical criteria aimed at providing various methods, critical-theoretical techniques essential for design research. The design research method used is interdisciplinary in nature, integrating the perspectives already dealt with in other subjects, with the understanding of applied design research as an integrator of the project part of design and Scientific communication. Through this approach, work is done on the formulation of research questions, the definition of methodological strategies, the selection of methods for the analysis and synthesis of information, and the correct dissemination of scientific results. The objective is to shape and structure a scientific academic research proposal at the intersection between design and communication for the development of your Master's Final Project (TFM).

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject does not specifically incorporate any SDGs.

CONTENTS

Block I: Research activity

- Start of the investigation What? How?
- Methodology. Questions + Objectives + Working methods
- Organizational chart of research activity.

Block II: Content structure

- Selection of exploration methods, antecedents and references.
- Generation of information and new data.
- Project process and evaluation of results.

Block III: Formalisation of research

- Index of the research content report.
- Argumentation, narrative and writing.
- Formalization of research and scientific communication work

TEACHING METHODOLOGIES

- P1-Work sessions with the whole class group with the teacher
- P3-Individual tutoring sessions with the teacher
- P5-Individual Autonomous 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)
- 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)

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)
- 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)
- 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	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
Process Tracking	20%	NO	P-2
Submission of the FMP research proposal.	60%	YES*	P-5
Scientific poster	20%	YES*	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

- Batista. 2010. *Metodología de la Investigación* (fifth edition). McGraw Hill Educación.
- Knapp, Mark L. 1995. *La comunicación no verbal: El cuerpo y el entorno*. Paidós Ibérica.
- Bravo, R. Sierra, 2001. *Técnicas de investigación social. Teoría y ejercicios*. Paraninfo.
- Day, Trevor. 2013. *Success in Academic Writing*. Palgrave.
- Pozo-Puértolas, R. 2023: "Representación del marco contextual de una investigación en diseño". *Journal of Graphic Design*. ISSN 2014-9298. Vol.11(21), 83-89. Available at: <https://doi.org/10.5565/rev/grafica.246>

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