

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

SYLLABUS

PROFESSIONAL AND RESEARCH CAREER PROSPECTS

ACADEMIC YEAR: 2026-27

SUBJECT TYPE: Elective

SEMESTER: 2nd

ECTS: 6

TEACHING HOURS: 45

HOURS OF SELF-EMPLOYMENT: 105

TOTAL HOURS: 150

LANGUAGE/S: Spanish

CODE: 16934

TEACHING TEAM: Daria de Seta ddeseta@elisava.net

PRESENTATION OF SUBJECT / GOALS

The subject aims to contribute to developing the students' potential for action so that they can explore and discover their personal and professional interests. For this, the student must generate objectives and future paths both in the professional and academic fields, technically and materially viable and socially responsible. The generation of these proposals will be approached from different practical approaches and theoretical frameworks and will help the student to reach their potential and promote continuous learning.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject does not specifically incorporate any SDGs.

CONTENTS

Block I: Business and Design

- The company in context: a systemic perspective.
- Design for value creation: a responsible perspective.
- Strategic design: a sustainable perspective.

Block II: Criteria for a communication strategy

- Proposal of a communication strategy.
- Relational framework. Public, brand, product, market.
- Cases applied.

Block III: Research for professional and academic careers

- Lines of research.
- Financing.
- Research projects.

TEACHING METHODOLOGIES

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

- P3-Individual tutoring sessions with the teacher.
- P5-Sessions of individual autonomous work.

COMPETENCIES

- Configuring new realities based on the interpretation of the historical, social, cultural, economic and technological context (G2)
- 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 must possess the learning skills that allow them to continue studying in a self-directed or autonomous way (CB10)
- Projecting the values of entrepreneurship and innovation in the exercise of the personal, academic and professional trajectory, through contact with different realities of practice and with motivation towards professional development (T2)
- 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)
- 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)
- Mastering multiple sources of information related to technical or academic research or an applied project (E5)
- Carrying out an individual projection and exploration of the future in a specific technical-academic field through a high degree of self-knowledge and reflection to respond to challenges in personal life and in the demands of the world of work (E8)

LEARNING OUTCOMES

- Taking responsibility for their own professional development and specialisation in the field of design and communication. (M3-1)
- Showing sufficient autonomy to participate in research projects and scientific or technological collaborations with a high component of knowledge transfer. (M3-2)
- Identifying lines of innovation and research applied to the field of study. (M3-3)
- Showing an attitude of motivation and commitment to personal and professional improvement. (M3-4)
- Defining their own learning objectives, and designing coherent and realistic development processes (individual and collective) with the same objectives and the time available. (M3-5)
- Developing alternatives and creative proposals within the framework of a design project or design research. (M3-6)
- Discriminating and internalising the relevant sources of information and elements to discover and configure the process of searching for data, referents and background for a project and its constituent elements. (M3-7)
- Defining the guidelines for action that underpin a creative activity in a design process. (M3-8)

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.

Facultat de Disseny i Enginyeria
ELISAVA

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
P1-Observation of participation	0	20	20
P2-Follow-up of the work done	10	20	20
P3-Reports from the students themselves, external tutors, tribunal	0	10	10
P5-Completion of required work or projects	45	80	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:

EXAMINATION	WEIGHT	RECOVERABLE (up to 50%)	EXAMINATION SYSTEM
Active participation in class attendance, monitoring and documentation	50%	NO	P-1/P-2/P-3
Partial submissions of papers	30%	NO	P-5
Research Notebook	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

The teaching staff will provide an extended bibliography at the beginning of the subject, if applicable.

Facultat de Disseny i Enginyeria
ELISAVA