

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

SYLLABUS

MASTER'S DEGREE FINAL PROJECT

ACADEMIC YEAR: 2026-27

SUBJECT TYPE: Compulsory

SEMESTER: 2nd

ECTS: 12

TEACHING HOURS: 90

HOURS OF AUTONOMOUS WORK: 210

TOTAL HOURS: 300

LANGUAGE/S: Spanish

CODE: 16936

TEACHING TEAM: Rafael Pozo (PhD) rpozo@elisava.net, Cristina Taverner (PhD) ctaverner@elisava.net

PRESENTATION OF SUBJECT / GOALS

The Master's Degree Final Project (TFM) is the last academic project of the curriculum, in which the knowledge acquired throughout the university master's degree is put into practice and consolidated. It combines the individual and autonomous work of the students with the supervision supervised by two teachers. The TFM consists of the development of an interdisciplinary project in design and communication, which can take the form of an academic-scientific research project or that of a project more applied in the professional field. Its main objective is for students to demonstrate their ability to integrate complex information and formulate judgments that include reflections on social and ethical responsibilities. The research method used is based on the definition of a design strategy through methodological scripts. This approach allows sequentially controlling the phases of diagnosis, definition, development and implementation of a proposal from an interdisciplinary perspective, adapting the methodology to the purpose and the means available. Through a scientific and applied narrative, the student must execute original, relevant and justified research both at a theoretical level and in its practical application.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

In the MFP, the link to the SDGs is proposed to be done for each work individually. The student, advised by his or her MFP tutor, can mark which SDGs will work on in his or her proposal, and this should be made explicit in the objectives of the work, specifying the SDG with its corresponding goal.

CONTENTS

The course proposes, based on dualities, a constant reflection and proposal around the field, the means and the results of a Design and Communication work:

- Creativity and Research.
- Context and Individual.
- Actors and the professional concept.
- Work process and project applied in design.

- Materiality and Communication.
- Present and Future.

TEACHING METHODOLOGIES

- P1-Work sessions with the whole class group with the teacher
- P3-Individual tutoring sessions with the teacher
- P4-Group tutoring sessions with the teacher
- P5-Individual Autonomous Work Sessions
- P6-Autonomous group work sessions

COMPETENCIES

- Integrating formal sensitivity as a fundamental part of the project process (G3)
- 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)
- Students must possess the learning skills that allow them to continue studying in a self-directed or autonomous way (CB10)
- 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)
- 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)
- 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)
- 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)
- Carrying out research proposals in Design, adapting the methodology to the purpose and the means available. (E4)
- Mastering multiple sources of information related to technical or academic research or an applied project (E5)
- 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. (MFP-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. (MFP-2)
- Showing sufficient autonomy to participate in research projects and scientific or technological collaborations with a high component of knowledge transfer. (MFP-3)
- Correctly developing in the general use of ICT and especially in the technological environments of the professional field. (MFP-4)
- Showing attitudes of respect towards linguistic, social and cultural diversity. (MFP-5)
- Preparing reports and written documents (mainly of a technical nature) with spelling and grammatical correction in Catalan, Spanish and/or English using language with respect towards the gender issue. (MFP-6)
- Defining their own learning objectives, and designing coherent and realistic development processes (individual and collective) with the same objectives and the time available. (MFP-7)
- Integrating in an internalised way the knowledge and skills acquired in the previous subjects. (MFP-8)
- Proposing and executing original, relevant, and justified design research from a theoretical, practical, or mixed perspective. (MFP-9)
- Carrying out research on the state of the art in the selected area and put the results in writing. (MFP-10)
- Demonstrating the coherence of each of the phases of the MFP and its sequential logic. (MFP-11)
- Defending before a tribunal the MFP developed at a high academic level that qualifies for subsequent doctoral studies. (MFP-12)

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	25	40	35
P3-Reports from the students themselves, external tutors, tribunal	30	65	50
P6-Public defence of projects	10	15	15

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 memory	35%**	YES*	P-2
Project Portfolio	50%**	YES*	P-3
Public presentation	15%	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.

* In the event that the Recoverable Assessable Activities exceed 50%, the student body may choose, up to a limit of 50%. ** The grade is divided into 2 percentages (60% Tutors and 40% Tribunal)

The unjustified non-submission of any assessable activity implies a grade of 0, even if the activity has been classified as Recoverable.

Recoverable Activities can only be recovered when they have been submitted by the student body on the indicated date and with a grade equal to or greater than 3.

** In order to calculate the final grade of the subject, it will be necessary to obtain a minimum grade of 4 in the weighted average of the exams (P-4 evaluation system).

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.

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*. (5ª edición). McGraw Hill Educación.
- Knapp, M.L. 1995. *La comunicación no verbal: El cuerpo y el entorno*. Paidós Ibérica.
- Bravo Sierra, R. 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*. UAB: ISSN 2014-9298. Vol.11(21), 83-89. Available at: <https://doi.org/10.5565/rev/grafica.246>
- Pozo-Puértolas, R. 2023. "Investigación aplicada en diseño. Etapas de la actividad". *Journal of Graphic Design*. UAB: ISSN 2014-9298. Vol.12(23), 96. Available at: <https://doi.org/10.5565/rev/grafica.282>
- Pozo-Puértolas, R. 2024. "Proceso creativo: un enfoque holístico". *Journal of Graphic Design*. UAB: ISSN 2014-9298. Available at: <https://doi.org/10.5565/rev/grafica.356>
- Pozo-Puértolas, R.; Sallés, L.I. & Taverner, C. 2024. "La narrativa científica en la investigación aplicada en diseño". *Journal of Graphic Design*. UAB: ISSN 2014-9298. Available at: <https://doi.org/10.5565/rev/grafica.389>
- González, M.; Pozo-Puértolas, R. & Taverner, C. 2024. "Diseño de investigación en la ingeniería de diseño industrial". *Journal of Graphic Design*. UAB: ISSN 2014-9298.

- Ventura, C. & Pozo-Puértolas, R. 2024. "Comunicación en ciencia: Puente para una ciudadanía informada". *Journal of Graphic Design*. UAB: ISSN 2014-9298.

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

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