BACHELOR'S DEGREE IN INDUSTRIAL DESIGN ENGINEERING

SYLLABUS
ARTISTIC EXPRESSION

ACADEMIC YEAR: 2026-27
COURSE: 1st
CHARACTER: Basic Training
SEMESTER: 1st
ECTS: 6
TEACHING HOURS: 47
HOURS OF SELF-EMPLOYMENT: 103
TOTAL HOURS: 150
LANGUAGE/S: Spanish/Catalan
CODE: 17034

TEACHING TEAM: Adrià Arnaste aarnaste@elisava.net / Elena Valls evalls@elisava.net

PRESENTATION OF SUBJECT / OBJECTIVES
In the subject of Artistic Expression, students will deepen their knowledge of the basic skills of graphic communication, which are essential both to communicate any process in an engineering project and to facilitate the development of the project process. Through simultaneous work in drawing, photography and graphic design, they will be able to structure, communicate and give expressiveness to a document. This incorporation into their learning will allow them to develop all those tasks that involve visual communication in a more precise way, allowing them to enrich those graphic aspects that may impact on the engineering project itself, as well as on its representation and communication.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)
This subject does not specifically incorporate any SDGs.

CONTENTS
Block I. Graphic representation.
- Layout
- Line Value
- Lace
- Proportions
- Observation
- Dihedral system
- Conical perspective
- 2D / 3D projections
- Light and shadows
- Apply Colour
- Ellipses and vertical cylinders
- Horizontal Cylinders
- Multiple rounding
- How it works
- Text Lettering

Block II. Editorial and image.
- Introduction to Graphic Design
  - Basic Fundamentals of Graphic Design: Structure, Composition, Hierarchy, Colour, Typography
  - Compositing with Images and Text in Editorial and Graphic Products
- Introduction to Basic Techniques in Photography
  - Exposure/Diaphragm Ratio (f) Shutter Speed Camera
  - Framing and different angles of the photo shoot
  - Light Measurement
  - Set lighting
  - Photography references

TEACHING METHODOLOGIES
- PA-Work sessions with the whole group class with the teacher
- Workshop and Urban Outdoor Work Sessions

COMPETENCIES

- Students must have demonstrated that they possess and understand knowledge in an area of study that is based on general secondary education and is usually at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study (CB1)
- Exercise active citizenship and individual responsibility with a commitment to democratic values, sustainability and universal design, based on practices based on learning and service and social inclusion (TC5)
- To become the main actor in one's own training process aimed at personal and professional improvement and to acquire a comprehensive training that allows learning and living together in a context of linguistic diversity and with very diverse social, cultural and economic realities (TC7)
- Apply graphic expression techniques for the proper visualization and communication of design and development during the production process (CE4)

LEARNING OUTCOMES

- Acquire and demonstrate advanced knowledge of the theoretical, practical and work methodology aspects in the field of graphic representation (CB1)
- Define their own learning objectives and design coherent and realistic development processes with the same objectives and time available (TC7)
- Carry out evaluation processes on their own practice and that of others in a critical and responsible way (TC7)
- Visualize their ideas by applying appropriate graphic expression techniques (E4)

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	FINAL WEIGHTING
P1-Observation of participation	10
P2-Follow-up of the work done	25
P4- Specific assessment tests: exams	15
P5-Completion of required work or projects	50

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	EVALUATION SYSTEM
Activity-1 Participation and attendance	10%	NO	P-1
Activity-2 Intermediate evolution drawing	15%	NO	P-4
Activity-3 Photography exercises	15%	NO	P-2/P-5
Activity-4 Graphic Design Exercises	15%	NO	P-2/P-5
Activity-5 Final drawing dossier	45%	YES*	P-2/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.

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.

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 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 Convivencia de la Universitat de Vic-Universitat Central de Catalunya).
For any questions or queries, see the (Academic Regulations of the Bachelor's Degree of the Faculty of Design and Engineering Elisava UVic-UCC).

BIBLIOGRAPHY AND TEACHING RESOURCES

- Seur, Roselien and Koos Eissen Koos. 2011. *Sketching the basics*. BISPublishers.
- Henry Kevin. 2012. *Dibujo para diseñadores de producto*. Promopress.
- Hlavacs Georege**.** 2014. *The Exceptionally simple Theory of Sketching***.** BISPublishers.
- Olofsson Erik and Clara Sjölén Clara. 2005. *Design Sketching***.** KEEOS Design Books.
- Albarracin Jesus and Julian Fernado. 2015. *Dibujo para diseñadores industriales*. Parramon.
- Müller- Brockmann, Josef. 1982. *Sistemas de retículas.* Gustavo Gili.
- Frutiger, Adrian. 2002-2004. *En torno a la tipografia*. Gustavo Gili.
- Zuzunaga, Mariano. 1996. *Territorio Fotográfico*. Actar.

Facultat de Disseny i Enginyeria
ELISAVA