BACHELOR'S DEGREE IN INDUSTRIAL DESIGN ENGINEERING

SYLLABUS
COMMUNICATION AND ACADEMIC WRITING

ACADEMIC YEAR: 2025-26
GRADE: 4th
CHARACTER: Compulsory Training
SEMESTER: 2nd
ECTS: 6
TEACHING HOURS: 49
HOURS OF WORK ON BEHALF OF THE STUDENT: 101
TOTAL HOURS: 150
LANGUAGE/S: English
CODE: 17055

TEACHING TEAM: Adrià Arnaste aarnaste@elisava.net

PRESENTATION OF SUBJECT / OBJECTIVES
This course brings together tools and strategies for visual, oral and written communication of a project, aimed at the scientific community and society in general. As well as the application in the Final Degree Project or any other project to be developed, both at an academic and business level.
The aim of this course is for students to be able to communicate to audiences in both the professional and academic environment, whether they are specialized or not, the most suitable concepts, knowledge, methods, proposals and solutions to the problems raised, arising or self-formulated.

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

CONTENTS
Block-I: Oral and written communication, concepts,
- 1.1 Text Models
- 1.2 Parts of the text
- 1.3 Presentation and public speaking

Block-II: Visual Communication
- 2.1 Fundamentals of Visual Communication
- 2.2 Art direction

Block-III: Technical Documentation
- 3.1 Technical drawings
- 3.2 Assembly instructions and schematics
- 3.3 Instruction manuals

Block-IV: Prototyping
- 4.1 Physical prototypes
- 4.2 Virtual prototypes
- 4.3 Prototyping dossier

TEACHING METHODOLOGIES
- Work sessions with the whole group class with the teacher (PA)
- Individual tutoring sessions with the teacher (PC)
- Group tutoring sessions with the teacher (DP)
- Individual Autonomous Work (EP) Sessions

COMPETENCES
- G1 - Develop a creative attitude of experimentation, under scientific and humanistic criteria, which favours the exploration of relevant and innovative contributions.
- CB4 - Students are able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience
- CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy

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- T2 - Projecting the values of entrepreneurship and innovation in the exercise of the personal, academic and professional career through contact with different realities of practice and with motivation towards professional development.
- T3 - Interact in global and international contexts to identify needs and new realities that allow the transfer of information to the environment. Knowledge towards current or emerging areas of professional development, with the capacity for adaptation and self-direction in professional and research processes.
- T6 - Use 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.
- E9 - Recognize scientific methods to integrate research sources into decision-making.
- E10 - Understand the current industrial reality in order to function in the professional environment.
- E11 - Identify emerging technologies that can add value to the project.

LEARNING OUTCOMES

- It communicates knowledge, methodology, ideas, problems and solutions to all types of audiences (specialized or not) in a clear and precise way.
- Identify their own training needs and to organize their own learning with a high degree of autonomy in all types of contexts (structured or not).
- Solves problems and situations typical of professional performance with entrepreneurial and innovative attitudes.
- Assumes different responsibilities in the collaborative individual work and evaluates the results obtained.
- Appropriately uses oral language (verbal and non-verbal) in personal and professional interaction in Catalan, Spanish and English.
- She uses gender-sensitive language, both in oral and written productions.
- Use basic business and innovation skills in any business environment.
- Applies scientific research methodologies "for," "through," or "about" design
- Communicates in a professional way the value of the project developed in an academic and work environment.
- It justifies the selection of emerging technologies through innovative future scenarios.

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
P2-Follow-up of the work done	30
P4-Specific assessment tests: exams	00
P5-Completion of required work or projects	70

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 (up to 50%)	EVALUATION SYSTEM
Activity-1 Individual exercises and class participation	30%	NO	P-2
Activity-2 Individual Project	70%	YES*	P-5

Students will have the option of re-examining themselves for recoverable tests. The recovery tests will be carried out in the period of the semester destined to this function, not being able to recover more than 50% of the subject.

* If the Recoverable Evaluable Activities exceed 50%, the student may choose, up to a limit of 50%.

The unjustified non-presentation of any evaluable activity implies a grade of 0, even if the activity has been qualified as Recoverable.

The Recoverable Activities can only be subject to recovery when they have been delivered by the student on the indicated date and with a grade equal to or greater than 3.

If you renounce access to the recovery test, the grade achieved in the first instance will be maintained.

In case of presenting to recovery, the note obtained will be the last, even if it is less than the first.

Plagiarism or copying someone else's work is penalized 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 offenses. That is why during the course of this subject any indication of plagiarism or misappropriation of other people's texts or ideas (What is considered plagiarism?) as well as the improper or undeclared use of Artificial Intelligence in an activity, will result automatically in failure of the subject and/or other disciplinary measures (Norms of Coexistence of the University of Vic-Central University of Catalonia). For any questions or queries, see the (Academic Regulations for the Degree of the Elisava Faculty of Design and Engineering UVic-UCC).

BIBLIOGRAPHY AND TEACHING RESOURCES

- Albeda, Marta y Pons, Salvador. 2022. *Saber hablar*. Madrid: Instituto Cervantes.
- Carnegie, Dorothy et al. 2009. *El Camino fácil y rápido para hablar eficazmente*. Barcelona: Elipse.
- Eco, Umberto 2001. *Cómo se hace una tesis. Técnicas y procedimientos de estudio, investigación y escritura*. Barcelona: Gedisa.
- Félez Mindán, Luis Jesús y Martínez Muneta, María Luisa. 2000. *Dibujo Industrial.* Madrid: Editorial Síntesis.
- Larburu Arrizabalaga, Nicolás. 1989. *Máquinas prontuario. Técnicas, máquinas, herramientas.* Madrid: Ediciones Paraninfo.
- Rubio, Joana y Puigpelat, Francesc. 2019. *Com parlar bé en públic*. Barcelona: La Butxaca.
- Whiteley, Matt, et al. *Jobs*. Blu-ray *format*. University City, CA, Universal Studios, 2013

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

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