

Credits: 6 ECTS

Language: English

Professor: Luís Eslava

Length of the course: 45 Hours

- Semester project: Students will apply everything learned throughout the semester to identify a design company they would like to work for and propose a brief of a project to them.

COURSE DESCRIPTION

This course focuses on product and furniture design, covering the entire process from conceptualization, formalization, development and pre-production of a designed object from the human, domestic or work environment. The course will analyze the social, ergonomic and aesthetic environment of the user, the method for producing the final work and the impact of this on the environment as a whole. Students will approach the semantics of objects, their functional and communicative capacity along with the integration of materials and technology. As part of the development and design of products, the class will visit factories, showrooms and design boutiques and will use the school's workshops for producing a model of a piece of furniture.

MODULES

- Design management
- Creativity
- Techniques of model construction
- Technical project development
- Suppliers, materials research, and the hardware
- Presentation skills and project communication
- Trade fairs and the latest trends
- Preparation for final project presentation

LEARNING OBJECTIVES/OUTCOMES

At the completion of the course, students will be able to:

- Recognize the different types of design, designers and its work environment.
- Use all the tools in the design process, including conceptualization, formalization, development and pre-production of a designed object from the human, domestic or work environment.
- Identify the product design profession, its context and its relationship with modern society.
- Demonstrate capacity to approach a design project from the briefing to the designed object.

REQUIREMENTS

- Weekly assignments: Students will undertake project assignments to apply and analyze the course content. These projects will help students to develop creativity and resourcefulness.

TEACHING METHOD

This course will combine classroom lectures, hands-on application, and visits to companies, design studios and shops.

GRADING

- 10% attendance to class
- 20% commitment and participation in class discussion
- 30% design process
- 40% design outcomes.

Students will have to complete all the parts included in the grade weights and earn at least a 5/10 in each part.

BIBLIOGRAPHY

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- LUKIĆ, Branko: *Nonobject*. Cambridge, Mass.: MIT Press, 2011.
- MORRISON, Jasper; FUKASAWA, Naoto. *Super normal: sensations of the ordinary*. Baden: Lars Müller Publishers, 2007.
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