

ANALYSIS OF FORM, SPACE AND COLOR

ANÁLISIS DE LA FORMA, ESPACIO Y COLOR

BASIC TRAINING (ALL SPECIALITIES)

6 ECTS

4 hours/week

SUBJECT MATTER: Design Fundamentals

1st year

annual term

The subject responds to the needs for basic design knowledge and provides the essential resources to learn how to analyze and describe form, space and color in a comprehensive and critical manner from any point of view.

COURSE CONTENT:

Basic design knowledge: structure, form, color, space, and volume.

Analysis of form, composition, and perception.

Research and experimentation methods specific to the field.

Physical, expressive, typological, functional, and historical analysis of form, color, space, and volume.

Anthropometry.

Artistic references in design.

ARTISTIC DRAWING

DIBUJO ARTÍSTICO

BASIC TRAINING (ALL SPECIALITIES)

6 ECTS

4 hours/week

SUBJECT MATTER: Language and techniques of representation and communication

1st year

annual term

Artistic Drawing emphasizes the designer's use of freehand drawing. Building upon the skills and abilities acquired in previous educational levels, the subject develops graphic autonomy, introducing students to processes of form analysis and the graphic development of ideas.

Artistic Drawing aims to facilitate the acquisition of the essential practical tools for formulating and addressing design problems, from the conceptual phase to the final proposal.

COURSE CONTENT:

Observational, expressive, and representational drawing. Light and shadow as defining elements of form. Chiaroscuro. Proportion and composition. Natural and artificial forms.

The human figure: structure and movement. Basic elements of drawing: instruments and surfaces.

AUDIOVISUAL MEDIA

MEDIOS AUDIOVISUALES

BASIC TRAINING (ALL SPECIALITIES)

3 ECTS

2 hours/week

SUBJECT MATTER: Language and techniques of representation and communication

2nd year

annual term

The content of this course covers both the communicative, linguistic, and expressive aspects of audiovisual media—primarily film, television, and video—and aspects of audiovisual technology, emphasizing its new technological developments in the internet age. This course does not focus solely on acquiring various skills (analytical, manipulative, and/or technical) related to an isolated field of audiovisual communication, but rather conceives of it as a global phenomenon whose technological and formal dimensions, as well as its communicative and sociological implications, must be understood. These implications stem from the media's influence on the construction and reconstruction of reality and the world.

COURSE CONTENT:

Photography and audiovisual media. Graphic representation using digital technology. Research and experimentation methods specific to the subject. Audiovisual language. Video production and editing. Audiovisual advertising. Digital processing of image, video, and sound. Historical and artistic references in the photographic and audiovisual fields.

DESIGN AND BUSINESS

DISEÑO Y EMPRESA

BASIC TRAINING (ALL SPECIALITIES)

4 ECTS

2 hours/week

SUBJECT MATTER: Design Management

2nd year

annual term

The Design and Business course is part of the legal and economic content block of our curriculum and aims to equip students with the necessary knowledge to understand how the economy works and to create viable, efficiently managed businesses. In today's highly competitive and constantly evolving professional environment, designers need legal and economic knowledge to make decisions, interact with clients, and protect their designs. This knowledge is essential to overcome the uncertainty that surrounds them and to focus calmly on developing creativity in their designs.

COURSE CONTENT:

Fundamentals of production economics. Business organization and economics. Market analysis techniques. Intellectual and industrial property. Research and experimentation methods specific to the subject. The business project. Legal forms of business. Procedures for incorporation and start-up of a business. Financial and accounting aspects. Human resources. Fundamentals of Intellectual Property: Subjects. Related rights. The object. Transfer and assignment of rights. Duration and limitations. Registration. Intellectual property and the Internet. Fundamentals of Industrial Property: Types. Registration.

DESIGN CULTURE

CULTURA DEL DISEÑO

BASIC TRAINING (ALL SPECIALITIES)

6 ECTS

2 hours/week

SUBJECT MATTER: Design culture

1st year

annual term

The Design Culture course explores the knowledge of design in a comprehensive way and is situated within the broad landscape of visual studies. Its first part examines the cultural, communicative, semiotic, and aesthetic processes of design. The second part analyzes the anthropological, sociological, and consumer elements that manifest themselves in its intervention in the world. The approach to design is unorthodox, drawing on a range of disciplines that go beyond pure communication and blend with semiotics, sociology, and aesthetics to contextualize design in our time: a contemporary object of simulation and truth.

COURSE CONTENT:

The meaning of design in contemporary culture and society. Information and communication theory, semiotics, aesthetics, and the theory of form, function, and structure. Fundamentals of anthropology applied to design. Fundamentals of sociology and consumer culture. Research and experimentation methods specific to the field. Mass society and culture. Lifestyles. Mass media. The aesthetic dimension of design in its modern and postmodern formulations. The historical evolution of mass media, the cultural intermediaries that control the mechanisms of creation, search, recommendation, and distribution of consumer goods and services. Rhetorical procedures established in the communicative experience of design.

DESIGN THEORY AND CRITICISM

TEORÍA Y CRÍTICA DEL DISEÑO

BASIC TRAINING (ALL SPECIALITIES)

3 ECTS

2 hours/week

SUBJECT MATTER: History of Arts and Design

3rd year

2nd term

The subject Theory and Criticism of Design comprises a journey through the theory of aesthetics and composition and its application to the dominant aesthetic currents of design.

COURSE CONTENT:

Movements, designers, and trends. Research methods specific to the field. Theory of aesthetics and composition. Application of dominant aesthetic trends to design. Understanding the meaning of design based on the influences of social models and the media. Interpretation of the language codes used in design communication. Training in the various aspects involved in developing critical analysis skills, considering design as a form of communication, and acquiring analytical tools for it. Knowledge, appropriate use, and research of visual languages, artistic techniques, and the development of symbolic values.

GEOMETRY AND SYSTEMS OF REPRESENTATION

GEOMETRÍA Y SISTEMAS DE REPRESENTACIÓN

BASIC TRAINING (ALL SPECIALITIES)

6 ECTS

4 hours/week

SUBJECT MATTER: Language and techniques of representation and communication

1st year

annual term

This course aims to introduce students to the use of technical drawing as a tool for representing and communicating ideas in the various phases of a design project, across the different specializations offered. Its main objectives include using plane geometry to design polygonal and curved shapes for corporate images, objects, and interior spaces; representing views to create technical drawings of objects and interior spaces; and using perspective drawing to create three-dimensional representations of corporate images, objects, and interior spaces.

COURSE CONTENT:

Plane and descriptive geometry. Instrumental techniques for two-dimensional and three-dimensional structure, expression, and representation. Graphic representation using digital technology. Plane Geometry: Standardization in technical drawing. Formats, lines, and scales. Circumference. Polygons. The Module. Golden section. Tangencies and connections. Technical curves and conic sections. Descriptive geometry: Projections and systems of representation. Dihedral, axonometric, and conic systems. Standardization. Manual and technological (CAD) technical drawing tools.

GRAPHIC EXPRESSION

EXPRESIÓN GRÁFICA

BASIC TRAINING (ALL SPECIALITIES)

6 ECTS

3 hours/week

SUBJECT MATTER: Language and techniques of representation and communication

2nd year

annual term

The Graphic Expression course introduces students to the representational languages that underpin design thinking and practice. Through these languages, design is conceived as a process of exploration, visual reflection, and communication of ideas. In this course, students work with diverse techniques and systems of representation, primarily in two dimensions and, occasionally, in three dimensions, encouraging experimentation with different graphic media and the analysis of relevant references. The aim is to enhance students' ability to research, select, and critically apply different expressive resources, building a technical and conceptual repertoire that they can integrate into projects of varying natures and in any of the design specializations.

COURSE CONTENT:

Graphic communication of ideas and concepts. Experimentation and analysis of different instrumental techniques for two-dimensional representation. Graphic language and its adaptation to different purposes. Expressive resources. Graphic representation of volume and space. Historical and artistic references in graphic design. Research and experimentation methods specific to the subject.

HISTORY AND THEORY OF ART, ARCHITECTURE AND DESIGN

HISTORIA Y TEORÍA DEL ARTE, LA ARQUITECTURA Y EL DISEÑO

BASIC TRAINING (ALL SPECIALITIES)

6 ECTS

2 hours/week

SUBJECT MATTER: History of Arts and Design

1st year

annual term

History and Theory of Arts, Architecture and Design is a theoretical subject that involves a chronological journey through art and design, from the 18th century, studying its different creative manifestations, through the analysis, interpretation and systematization of its productions, whose connection and contextualization will constitute a preferred objective.

COURSE CONTENT:

Movements, designers, and trends. Research methods specific to the field. Theory of aesthetics and composition. Application of dominant aesthetic trends to design. Understanding the meaning of design based on the influences of social models and the media. Interpretation of the language codes used in design communication. Training in the various aspects involved in developing critical analysis skills, considering design as a form of communication, and acquiring analytical tools for it. Knowledge, appropriate use, and research of visual languages, artistic techniques, and the development of symbolic values.

PHOTOGRAPH

FOTOGRAFÍA

BASIC TRAINING (ALL SPECIALITIES)

3 ECTS

2 hours/week

SUBJECT MATTER: Language and techniques of representation and communication

2nd year

annual term

In this subject, students acquire both the technical knowledge and the theoretical foundations to obtain good photographic results; in order to apply them to graphic design, interiors, fashion and product design.

COURSE CONTENT:

Photography and audiovisual media. Graphic representation using digital technology. Research and experimentation methods specific to the subject. Photographic language. Photographic technique and image manipulation. Photography applied to design: fashion, advertising, product, and spatial design. Digital processing of photographic images. Historical and artistic references in the field of photography.

SCIENTIFIC FUNDAMENTALS OF DESIGN

FUNDAMENTOS CIENTÍFICOS DEL DISEÑO

BASIC TRAINING (ALL SPECIALITIES)

4 ECTS

2 hours/week

SUBJECT MATTER: Applied science in design

1st year

annual term

The subject Scientific Foundations of Design is geared towards studying and acquiring the basic scientific knowledge necessary for designers to develop the ability to solve technical problems that may arise in their professional lives and throughout their studies. This subject covers mathematical content, including geometry, statistics, and systems of representation. The scientific method is presented as a fundamental working methodology and key to research in the field of design. The course also explores the impact of objects on the environment, life cycle analysis, and sustainability, introducing ecodesign and eco-efficiency.

COURSE CONTENT:

Knowledge of mathematics, physics, and chemistry applied to design. The scientific method. Methods for analysis and simulation. Eco-efficiency and sustainability. Research and experimentation methods specific to the subject. Renewable and non-renewable energies.

PROJECT THEORY AND METHODOLOGY

TEORÍA Y METODOLOGÍA DEL PROYECTO

BASIC TRAINING (ALL SPECIALITIES)

6 ECTS

6 hours/week

SUBJECT MATTER: Design Fundamentals

1st year

1st term

In the course Project Theory and Methodology, students acquire the methodological foundations for developing design projects, as well as the theoretical principles and terminology that influence their development. Based on these foundations, students should be able to use systems and working methods for developing projects in subsequent courses.

COURSE CONTENT:

Anthropometry, ergonomics, and an introduction to bionics. Theory, methodology, ideation, and project conception. Research methods specific to the field. Definition and description of design according to various authors. Areas of application of design. Methodological principles. Project phases. The language of objects: form, function, and symbol. Concepts of stylism, formalism, and functionalism. Design constraints: cultural, social, economic, production, technological, and ethical. Key design influences.

VOLUME AND SPACE

VOLUMEN Y ESPACIO

BASIC TRAINING (ALL SPECIALITIES)

6 ECTS

3 hours/week

SUBJECT MATTER: Language and techniques of representation and communication

2nd year

annual term

This subject provides foundational training for all specializations within the Design Degree. Based on the fundamental elements of artistic expression and various creative processes, the Volume and Space course, through analysis and synthesis, spatial composition, volumetric expression, and three-dimensional creation and construction techniques, contributes to the necessary resources for obtaining volumes and spaces capable of expressing and communicating.

COURSE CONTENT:

Investigation of volume and spatial conception. Research and experimentation methods specific to the subject. Instrumental techniques of three-dimensional structure, expression, and representation. Research procedures on the generation of volumetric forms, three-dimensionality, and spatial conception. Expressive resources of form, volume, and space. Analysis, copying, and interpretation of volumetric and spatial form. Interpretation of planar form in volumetric and spatial terms. Typologies of volumetric form. Creative processes. Historical and artistic references in the conception of volume, space, and materials, and their relationship to design.