

Academic Year: (2023 / 2024)

Review date: 08-05-2023

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: ALVAREZ CALDAS, CAROLINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Knowledge of representation systems for parts and assemblies
Spatial vision

OBJECTIVES

Upon successful completion of this subject, students will be able to:

- Design a product or an industrial process from the point of view of the analysis of shapes, colors and textures.
- Communicate the ideas of a design through drawings, sketches or illustrations in a conventional way or by using computer tools.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Design and art. Similarities and differences
2. First steps: sketches and outlines.
3. Expression in industrial design.
 - a. Physical means (drawings, photomontages, models and mock-ups¿).
 - b. Digital media (drawing software, 3D modeling software, renderings¿).
4. Expressiveness of form, color and texture
5. Design for brand image

LEARNING ACTIVITIES AND METHODOLOGY

Lectures, classroom and/or computer classroom exercises, personal work, project elaboration and presentation.

ASSESSMENT SYSTEM

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

Throughout the course the student will elaborate a project applying the different techniques explained in class and will present it at the end of the course to the professors.
The different tasks performed in class will be aimed at achieving this final project and will also be subject to evaluation.

BASIC BIBLIOGRAPHY

- Alan Pipes Dibujo para diseñadores, Blume, 2008
- Bruno Munari Diseño y comunicación visual, Editorial GG, 2016

