

62948 - Design and cultural value

Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura
Degree	330 - Complementos de formación Máster/Doctorado 562 - Master's in Product Development Engineering
ECTS	4.5
Year	XX
Semester	Half-yearly
Subject Type	Optional, ENG/Complementos de Formación
Module	---

1.General information

1.1.Introduction

The course is part of the block of electives in the second semester of the Master, and focuses on the analysis and implementation of the ways in which product design can be used to value cultural resources, so that they are not only understandable to the public, but that it can gain valuable experience, generating in the process learning, knowledge, and economic and / or patrimonial wealth. The students, overcoming this subject, should be able to incorporate these issues in the development of their projects.

1.2.Recommendations to take this course

To take this course is highly recommended to have knowledge of history and aesthetics applied to the field of product design, graphic design and corporate image and identity, as well as experience in several general product design methodologies.

1.3.Context and importance of this course in the degree

The specific scope of work that is explored into the subject is a valuable job option for the professional in product design, who can provide knowledge, tools and working methods, therefore it is appropriate that this content is developed in an optional subject of master level.

1.4.Activities and key dates

All activities, tasks and key dates will be communicated at the beginning of the course.

2.Learning goals

2.1.Learning goals

The student, for passing this subject, should demonstrate the following results ...

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- Knows the concept of cultural heritage and values, and is able to communicate those to the whole society.
- Knows how to plan, manage, develop and implement projects in the context of museology, interpretation centers, cultural parks, community identity, temporary events, among others.
- Knows how to analyze and interpret content linked to cultural heritage, and is able to transmit it to others through a variety of exhibition resources and / or graphics.

2.2.Importance of learning goals

The cultural value of the product is a must evident to consider in any design project resource. But the specific scope of work that is proposed into the subject is a valuable job option in which product design professionals can provide knowledge, tools and working methods.

3.Aims of the course and competences

3.1.Aims of the course

The subject and its expected results meet the following approaches and objectives:

The course aims to deepen specifically on the potential of design tools to characterize and to value cultural resources, so that their characteristics are understandable to the public, and so that effect is generated in the learning, knowledge, and economic wealth process and / or equity. The aim is that by passing this subject, the student is able to integrate into multidisciplinary teams that may be specialists in history, architecture, printing techniques, assembly brigades, institutional representatives, etc. providing characteristic knowledge of the activity of industrial design such as project management, resolution of technical aspects of various kinds, creativity in all phases of work and development of communication strategies for different audiences, from a holistic and diverse perspective. The course also aims to ensure that in the context of other design projects the student is able to incorporate the knowledge provided therein.

3.2.Competences

Passing the course, students will be more competent to ...

- Bringing together the demands of research, development and led the design and product development in relevant areas of economic, industrial, professional and academic innovation activity.
- Integrate various technical knowledge in the context of a holistic view of the product.

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

The student must demonstrate that has achieved the intended learning outcomes through the following evaluation

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activities:

70% practical work.

30% Theoretical evaluation, through written tests or theoretical work.

To pass the course, you must pass both parts of the course, theory and practice. Following the rules of the University of Zaragoza in this regard, an overall assessment will also be scheduled for students who decide to opt for this second system.

5. Methodology, learning tasks, syllabus and resources

5.1. Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, analysis and discussion of theory, case studies, and product design projects.

5.2. Learning tasks

The course (4.5 ECTS: 112-5 hours) includes the following learning tasks:

- Lecture, problem solving and cases (20 hours). The lectures consist of teacher's presentations (conceptual principles, methodologies and tools), participative discussion, and analysis of case studies.
- Practice sessions (25 hours).
- Project (55 hours).
- Tutorials (2.5 hours)
- Autonomous work and study (6 hours).
- Evaluation tests 4 (hours).

5.3. Syllabus

The course will address the following topics:

1. Definition and characterization of the concept of cultural heritage as a cultural, tourist and economic resource, and analysis of different types according to their values (historical, artistic, ethnographic, industrial, natural, among others).
2. Definition and characterization of different models for cultural and heritage tourism exploitation as a museum, interpretive center, cultural park, exhibition, cultural route.
3. Definition and characterization of the concepts of dissemination, communication, performance, and value, in the context of the subject.
4. Design resources applicable to different models of dissemination, interpretation and communication.
5. Specific features of working with clients / partners / suppliers in the field of the subject.

Assignments (details of the characteristics of the assignments will be provided in class)

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- Case study analysis.
- One or more projects.

5.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class.

5.5.Bibliography and recommended resources

- Colbert, F . Marketing de las Artes y la Cultura / F.Colbert, M.Cuadrado Ariel Patrimonio, 2003
- Hill, L . Creative Arts Marketing / L.Hill, C.O'Sullivan, T.O'Sullivan Butterworth, 2003
- Rico, Juan Carlos. ¿Por qué no vienen a los museos? : historia de un fracaso / Juan Carlos Rico Madrid : Sílex, D.L. 2002
- Thackara, John. In the bubble : designing in a complex world / John Thackara. - 1st ed. Cambridge, Massachusetts : MIT Press, 2006