Universidad Zaragoza

Academic Year/course: 2021/22

25865 - Artistic Expression I

Syllabus Information

Academic Year: 2021/22
Subject: 25865 - Artistic Expression I
Faculty / School: 110 - Escuela de Ingeniería y Arquitectura
Degree: 558 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS: 6.0
Year: 1
Semester: First semester
Subject Type: Basic Education
Module:

1. General information

1.1. Aims of the course

The subject and its expected results respond to the following approaches and objectives:

The main objective of the Artistic Expression I subject is to provide students with a basis to apply different techniques of representation of industrial products.

It is intended at the same time to provide students with graphic and communicative knowledge that allows them to carry out product presentations in panel format that are effective.

~~An additional objective of this and of the set of subjects of the first semester of the degree is to carry out a task of integration of knowledge, proposing an interdisciplinary work common to all of them.~~

~~In this work, which is organized around different objects, one of the activities requested is an analysis and reflection of these objects, from the point of view of the SDGs.~~

An additional objective of this and of the group of subjects of the first semester of the degree is to carry out a task of integration of knowledge, proposing an interdisciplinary work common to all of them. In this work, which is articulated around different products, one of the activities requested is an analysis and reflection of these products, from the point of view of the SDGs. These approaches and objectives are aligned with the 2030 Agenda (https://www.un.org/sustainabledevelopment/es/), in such a way that the acquisition of the learning results of this activity provides training and competence to the students to contribute in some measure to your achievement.

2. Learning goals

2.1. Competences

BASIC COMPETENCES

CB01. Students have demonstrated knowledge and understanding in a field of study that is part of the general secondary education curricular, and is typically at a level which, although it is supported by advanced textbooks, includes some aspects that involve knowledge of the forefront of their field of study.

CB02. Students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and defending arguments and solving problems within their field of study.

CB03. Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include an important reflection on social, scientific or ethical issues.

CB04. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB05. Students have developed those skills needed to undertake further studies with a high degree of autonomy.

GENERAL COMPETENCES

GC01. Able to acquire basic knowledge of the profession of industrial design, to combine that generalist knowledge and expertise with those who generate innovative and competitive proposals.

GC04. Ability to organize time effectively and coordinate activities to acquire new knowledge quickly and perform under pressure.

GC05. Capacity to collect, manage, analyze and synthesize information from various sources for the development of design projects and product development. Capacity to use this documentation to obtain conclusions aimed at solving problems and making decisions with initiative, creativity and critical thinking, in order to generate new product concepts, new ideas and solutions.

GC06. Ability to generate the necessary documentation for the proper transmission of ideas through graphics, reports and technical documents, models and prototypes, oral presentations in Spanish and other languages.

GC07. Ability to use and master techniques, skills, tools and techniques and communication and others specific of design engineering needed for design practice.

GC08. Ability to learn continuously, to develop autonomous learning strategies and to work in multidisciplinary groups with motivation and determination to achieve goals.

GC10. Ability to plan, budget, organize, direct and control tasks, people and resources.

SPECIFIC COMPETENCES

SC05. Ability to conduct effective and professional presentations through drawing and digital technologies using visual skills to communicate ideas and concepts quickly and efficiently, by selecting the most appropriate media and content.

3. Assessment (1st and 2nd call)

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

The student must demonstrate that he / she has attained the expected learning outcomes through the following assessment activities
The student must demonstrate that he / she has attained the expected learning outcomes through the following evaluation activities:
A. Through directed work 35%
The student will develop a module work coordinated by the 5 subjects of the semester (15%).
The student will perform a series of guided practices related to the theoretical content of the subject (20%).

B. By written test / face-to-face or presentation 20%
The student will develop a theoretical / practical test or presentation in which he / she should record the acquired learning results.

C. Through presentations and discussions 10%
The student will present learning results through presentations leading to a later debate in the classroom.

D. Through continuous assessment 35%
The student will develop continuous practices that will be evaluated. A part of this evaluation will correspond to the process of self and co-evaluation of the students.

* Students must sit an exam, although alternatively it can be passed with continuous evaluation.

The continuous evaluation will be implemented as a set of tests, reports, works or systematic controls carried out during the teaching period, used partially or totally for the evaluation of the student.

* The student must have delivered all compulsory practices on the date indicated to overcome the subject.
* To pass the subject the student must obtain a minimum of 4.5 points in each of the sections (A, B, C, D) in order to be able to average.

Note: Following the regulations of the University of Zaragoza, a global assessment test will be programmed for those students who decide to opt for this second system.

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

1. Lectures 20h.
2 hours per week will be devoted to the treatment of the theoretical content of the subject. The lecture will be used, flipped classroom teaching model and the use of ICT to favor the development of general competences of the degree and specific subject in the student. The theoretical explanations will always be accompanied by examples that are clarifying for the student.
In order to achieve greater participation of the students, the application of active methodologies such as the dynamics of work by groups and roles will be carried out.

Each block of theoretical content treated will carry with it the corresponding activity proposal.

2. Practical classes 40h.
Three hours per week will be devoted to enhancing the student's ability to represent industrial products through experimentation with different graphic representation techniques. In each practical class you will work with a different product. It is necessary for the student to attend the practical classes with the corresponding material. Work will be combined with three-dimensional products and product images that show different views of products.

3. Conducting practical research or research work 55h.
These works will be developed both individually and in groups.

4. Personalized tuition tutor-student 10h.

5. Study and personal work 15h.
The student will apply the contents treated in the subject to solve the proposed works. This activity is fundamental in its learning process and for overcoming evaluation activities.

4.2. Learning tasks

The course includes the following learning tasks:

1. Lectures.

1 hour per week is devoted to the treatment of the theoretical content of the subject. The lecture and the use of ICT will be used to encourage the development of general skills and specific qualifications of the subject in the student. The theoretical explanations will be provided with examples that are clarifiers for the student. In order to achieve greater student participation, it will take place the implementation of active methodologies as the groups and roles dynamics working. Each block of theoretical content will carry the corresponding proposed activity.

2. Practical classes.

3 hours per week to enhance the student's ability to represent industrial products through experimentation with different techniques of graphic representation. In each practical class you will work with a different product. It is necessary that the student goes to practical classes with the corresponding material. Working with three-dimensional products and product images showing different views will be combined.

3. Supervised projects

These works are develop both individually and in groups.

4. Independent work of the student.

The student will apply content rights treaties to solve the proposed work. This activity is essential in the learning process and overcoming evaluation activities.

4.3. Syllabus

The general contents of the course are:

? Drawing Basics: map out the proportions.

? Spatial and volumetric values ??in the representation of the product.

? Domain 2D supports, traditional materials and techniques: graphite, pastel, marker.

? Design of display panels.

The program that is offered includes the following activities:

? Analysis of the form.

? Analysis of the perspectives.

? Applying the most appropriate perspectives depending on the product.

? Visual memory.

? Natural copy.

? Study of human anatomy.

? Organization dimensional space.

? Labor field: search and analysis of certain products.

? Study of color: physical, psychological and symbolic analysis.

? Visual textures.

? Light points choice. Study of chiaroscuro.

? Products compositions and different types of funds? Analysis of different types of reticles.

? Application of different types of reticles to the presentation panels.

? Study of different typefaces.

4.4. Course planning and calendar

Schedule sessions and presentation of works:

Contents by weeks	Contents

Weeks 1-2	Visual language and grammar expression graphics: Approaches to the form and product structure.
Weeks 3-4	Proportion analisys in product design
Weeks 5-6	Proportion analisys in product design
Weeks 7-8	Light and the product volumetric representation
Weeks 9-10	Design of highlight funds
Weeks 11-12	Presentation panels design
Weeks 13-14	Color treatment in product design