

Academic Year/course: 2024/25

25877 - Design Workshop III: Creativity

Syllabus Information

Academic year: 2024/25

Subject: 25877 - Design Workshop III: Creativity

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

ECTS: 6.0

Year: 2

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

From the perspective of the creative process, the course puts into practice and develops: knowledge management, the projective capacity, planning and development of the entire design process, manufacturing and the life cycle of a product. It is a basic subject in the practice of industrial design and product development, key to understanding and solving problems and the commitment to innovation and product improvement.

2. Learning results

- To understand the creative process, its phases and relationship with industrial design. Know creative techniques and apply them to the design process and methods.
- Understand and apply divergent and convergent processes in design methodologies, similar to those of the creative process.
- Conceptualization capacity. Apply the capacity of abstraction, decomposition of problems.
- Use of techniques in the detection and analysis of the problem in order to solve it. Resolution of simple design problems.
- Explore in the reflection and creation of new ideas and their subsequent selection. Ability to use idea generation techniques, individually or collectively, as well as idea selection techniques.

3. Syllabus

1. Conceptualization
2. Creativity and Creative Thinking. Definition
3. The creative process
4. Creative methods. Characterization and Classification
5. Problem analysis
6. Visual creativity

4. Academic activities

Subject is 6 ECTS credits, 150 hours of student work, distributed as follows:

- **Lectures** 16 hours of class time (8 sessions)
- **Problems and Cases** 14 hours of class time (7 sessions)
- **Practical classes** 30 face-to-face hours (15 sessions) in groups of up to 24 students
- **Theoretical test or exercise** 15 hours of self-study are dedicated
- **Personal and group work** 70 hours for the development of exercises and projects outside of the classroom the student Defense and presentation of projects and completion of the theoretical test 5 hours

5. Assessment system

The subject is evaluated in three parts, theoretical, problems and practical work, it is necessary to pass all three parts:

- 25% Theoretical exam or test (exam or multiple-choice test with short developmental questions)
- 15% Problems (5 problems to be solved in class problems)
- 60% Practical work and projects (30% practical work, 30% module project)

The module project, with a weight of 30%, is a practical activity developed in work teams and integrates the learning results of all the subjects of the four-month period, the assessment is carried out jointly by the module teachers, with a weight of 10% of the module teachers and 20% of the subject teachers.

All problems and practical work are evaluated by rubric, the rubric is published for each exercise in the statement available in the ADD at the beginning of the term.

Note: Following the regulations of the University of Zaragoza in this regard, in the subjects that have continuous or gradual evaluation assessment, a global assessment test will also be scheduled for those students who decide to opt for this second system.

6. Sustainable Development Goals

4 - Quality Education

9 - Industry, Innovation and Infrastructure

12 - Responsible Production and Consumption