

## 25865 - Artistic Expression I

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	110 - Escuela de Ingeniería y Arquitectura
<b>Degree</b>	558 - Bachelor's Degree in Industrial Design and Product Development Engineering
<b>ECTS</b>	6.0
<b>Course</b>	1
<b>Period</b>	First semester
<b>Subject Type</b>	Basic Education
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.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

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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.

## 3.4.Importance of learning outcomes

## 4.Evaluation

## 5.Activities and resources

### 5.1.General methodological presentation

The learning process that is designed for this subject is based on the following:

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6 credits of the subject corresponding to 150 hours of student work, organized in:

Lectures: 15h.

Problems and practices: 45h.

Personal work: 87h.

Exams and tests: 3h.

### 5.2.Learning activities

#### 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 go 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.

### **5.3.Program**

The general contents of the course are:

- \* Drawing Basics: map out the proportions.
- \* Spatial and volumetric values &#8203;&#8203;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.

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\* Study of different typefaces.

### 5.4.Planning and scheduling

Schedule sessions and presentation of works:

Contents by weeks	C ontents
Weeks 1-2	Visual language and grammar expression graphics: Approaches to the form and product structure.
Weeks 3-4	Proportion analisis in product design
Weeks 5-6	Proportion analisis 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

### 5.5.Bibliography and recomended resources

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