62942 - Design and Social context

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	562 - Master's in Product Development Engineering 330 - Complementos de formación Máster/Doctorado
ECTS	6.0
Course	XX
Period	Half-yearly
Subject Type	ENG/Complementos de Formación, Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

This course is part of the block of mandatory subjects within the first semester of the Master, and focuses on the analysis and implementation of the ways in which product design is capable, on the one hand, to influence the development of human societies and, on the other hand, a reflection of its features. From this point of view, the product is established as a social agent that affects the whole social environment and is in turn affected by it. Students, to pass the course should be able to apply to their design projects knowledge related to this approach to the product. To take this course is highly recommended to have knowledge of user analysis and use environment as well as experience in several general product design methodologies.

1.2.Activities and key dates for the course

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

2.Initiation

2.1.Learning outcomes that define the subject

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

- He/She is able to analyze and understand different characteristics of human societies and the role of products in them.

- He/She is able to employ techniques of collecting and analyzing data, reflecting the behavior of a product as a social agent, and the emotional and affective result that a product has on its users.

- He/She is able to design and integrate in the specifications of the product aspects related to emotional and social level

products.

- He/She is able to understand the product in a cultural context.

- He/She is able to relate sociocultural evolution with state of the art technology in the field of engineering product design.

2.2.Introduction

The course is part of the mandatory block in the first semester. Its purpose is that the students are aware of the implications of the outcome that their work has on the social context, and how products can affect the lives of human beings, influencing the development of social structures, patterns of behavior and relationships between people, in their relational status, in their own self-perception as individuals and in their emotional and mental state. The students, overcoming this subject, should be able to incorporate these issues in the development of their projects.

3.Context and competences

3.1.Goals

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

The course aims to deepen the analysis of the role played by products as a social agent from different perspectives and working methods. In the same, critical thinking of students about the social implications arising from the activity of product design is enhanced, so that they are aware of the responsibility of their work. At the same time, the success of a product on the market is largely determined by their ability to bind to a particular social context.

3.2.Context and meaning of the subject in the degree

The deep understanding of the relationship between the product and other social actors and individuals in a community is a key to understanding some of the methods and theories of most current design basis. This type of approach requires some previous knowledge in the field of product design, so that this approach is suitable as a compulsory subject in the context of master level studies.

3.3.Competences

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

- Analyze and understand the characteristics of different human societies and to understand the value and role of the product in a social and cultural context.

- Use techniques of collection and analysis of data reflecting the behavior of a product as a social agent and the emotional and affective result it causes in its users.

- Design and integrate in product specifications aspects of emotional and social matters, and to relate sociocultural evolution with state of the art technology in the field of product design.

- Integrate various technical knowledge in the context of a holistic view of the product.

3.4.Importance of learning outcomes

A design professional conducts activity in a framework that must incorporate a thorough understanding of the social context. The products reflect the socio-cultural environment, values, trends and characteristics, and in turn are agents capable of influencing it.

Conditioned by this context, users of a product set with this emotional relationships and emotional bonds that influence the potential success of the product in a manner at least as important as its technical performance.

Product design has other effects on the social sphere: not only for its ability to generate economic wealth, but because it can also play an inclusive effect of individuals in the social context, being able to provide that technology can be enjoyed and at the service of the greatest possible number of people.

4.Evaluation

The student must demonstrate that has achieved the intended learning outcomes through the following evaluation 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, also an overall assessment will be scheduled for students who decide to opt for this second system.

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5.Activities and resources

5.1.General methodological presentation

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

Each block has some lecture sessions based on the analysis and discussion of some theoretical content and the consequent drawing conclusions, in the form of a theoretical class working with the whole group. Students should be able subsequently to apply the knowledge gained to the analysis of existing cases and the development of product design projects.

5.2.Learning activities

The program offered to the student includes the following activities ...

The course develops the following contents:

* sociology, ethnology and ethnography

* Psychology of perception. neuromarketing

* Emotional/Affective Design

* Trend analysis

* Exclusive/Universal design

* Responsible Design

* Design as social and cultural agent

* information capture tools to analyze design in the social context

5.3.Program

Through the following program of lectures:

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- Types and models of social structure. Roles of different types of product as a social agent.

- Design focused on people. Different analytical approaches (observation, participation, data capture).

- Universal design. Design inclusive / exclusive (by economy, gender, technological knowledge).

- Design as social and cultural agent. User networks based on relationship models.

- Emotional / affective design.

- Psychology of perception. Neuromarketing.

- Sustainable design.

- Design and social responsibility.

- Design and social identity. Trend analysis.

- Design as an agent of social and cultural intervention.

Note: The lectures are raised with a structure of exposure and participatory debate, and drawing conclusions. In the same they are submitted different conceptual principles, methodologies and tools to capture information, as relevant to analyze the design in the social context.

And the following practical exercises:

- Case analysis work.

- Making one or more projects to develop the implications of design in the social context.

Note: Details of the characteristics of the different practical exercises will be provided in class.

5.4.Planning and scheduling

Schedule sessions and presentation of works:

The subject is 6 credits, equivalent to 150 hours of student work, allocated as follows:

- Lecture, problem solving and case 20 hours

- Practices 40 hours

- Application works 70 hours or practical research

- Personalized teacher-student session 4 hours

- Study of theory 10 hours

- Evaluation tests 6 hours

5.5.Bibliography and recomended resources