

62948 - Design and cultural value

Información del Plan Docente

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	4.5
Course	XX
Period	Half-yearly
Subject Type	ENG/Complementos de Formación, Optional
Module	---

1. Basic info

1.1. 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.

1.2. 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 ...

- 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. 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

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economic and / or patrimonial wealth. 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 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.Context and meaning of the subject 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.

3.3.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.

3.4.Importance of learning outcomes

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.

4.Evaluation

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

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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. 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 learning lectures based on the analysis and discussion of some theoretical content and the consequent drawing conclusions, in the form of 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

Through a program of keynote lectures, supplemented with case presentation and analysis in the working group. 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 in the field of the subject. Students will also develop practical exercises.

5.3. Program

The program that is offered to the student includes the following activities:

The course works the following contents:

- 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).

- Definition and characterization of different models for cultural and heritage tourism exploitation as a museum, interpretive center, cultural park, exhibition, cultural route.

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- Definition and characterization of the concepts of dissemination, communication, performance, and value, in the context of the subject.
- Design resources applicable to different models of dissemination, interpretation and communication.
- Specific features of working with clients / partners / suppliers in the field of the subject.

Students will also develop the following exercises:

- Case analysis work.
- Run one or more projects.

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 course is 4.5 credits, equivalent to 112.5 hours of student work, allocated as follows:

- Lecture, problem solving and cases 20 hours
- Practices 25 hours
- Application works 55 hours or practical research
- Personalized teacher-student sessions 2.5 hours
- theory study 6 hours
- Evaluation tests 4 hours

5.5.Bibliography and recommended resources