

Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura
Degree	271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	5.0
Year	
Semester	First Four-month period
Subject Type	Optional
Module	---

1.General information**1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

This subject will be based on a limited number of theoretical lectures, which will include the basic contents in presentations, with examples to make possible the learning of important concepts and essential definitions. Nevertheless, the main block of the subject will consist on tutored sessions to develop simple projects, while assessing the achievement of partial and general objectives.

5.2.Learning tasks

Beyond the theoretical lectures, the practical classes will be based on the development of simple projects, which can be linked to other subjects, such as Comunicación Multimedia, Arquitectura Efímera, Fotografía, etc., when feasible.

5.3.Syllabus

The classes of this subject will develop the following aspects:

- The language of the shapes.
- Communication theory: basic aspects of the message.
- Perception psychology: sensorial aspects.
- Communicative codes: chromatic, indicative, formal, symbolic, textures, surfaces.
- Signage.
- Product communication.

5.4.Course planning and calendar

Updated details will be given at the beginning of each academic year.

5.5.Bibliography and recommended resources

- Albers, Josef: "La interacción del color". Madrid: Alianza, D.L. 2005
- Arnheim, Rudolf: "Arte y percepción visual". Madrid : Alianza, 2002
- Dondis, D. A.: "La sintaxis de la imagen". Barcelona : Gustavo Gili, 2003
- Frutiger, Adrian: "Signos, símbolos, marcas, señales". México : G. Gili, 2002
- Gauthier, Guy: "Veinte lecciones sobre la imagen y el sentido". Madrid : Cátedra, D.L. 1992
- Lechado García, José Manuel: "Diccionario Espasa símbolos, señales y signos". Madrid : Espasa, D.L. 2003
- Munari, Bruno: "¿Cómo nacen los objetos?". Barcelona : Gustavo Gili, 2006