

62944 - Communication and presentation of product

Syllabus Information

Academic year: 2023/24

Subject: 62944 - Communication and presentation of product

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 562 - Master's in Product Development Engineering

ECTS: 6.0

Year: 1

Semester: First semester

Subject type: Compulsory

Module:

1. General information

The subject and its results respond to the following approaches and objectives:

To complement the training of graduates with the learning of specialized and innovative visual techniques, not included in their previous training.

To provide students with updated and innovative digital resources that can be applied in their work, professional or research environment.

To strengthen their ability to use visual language in order to explain the characteristics of a product.

To promote the creative use of new exhibition supports associated with the presentation of products and services.

These approaches and objectives are aligned with some of the Sustainable Development Goals, SDGs, of the 2030 Agenda.

Goal 9: Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization, and Foster Innovation. Objective 9.4

Goal 12: Ensure Sustainable Consumption and Production Patterns. Objective 12.5

Subject linked to the subject with code 62241

2. Learning results

Upon completion of the subject, the student will be able to:

- Recognize the structure and methods involved in the presentation of a product and implement the optimal resources to make it convincing according to the recipient of the information.

- Use digital techniques that recreate reality in three dimensions in a reliable and realistic way under established physical conditions (optical, environmental,...).

- Build digital mockups or virtual prototypes that enable data visualization using a variety of non-conventional and cross-platform presentation environments.

- Use the different tools for off-line documentary support and take advantage of the resources for collectivization and dissemination of products on the Web.

- Take advantage of synergistic and sustainable digital technologies. that expand their capacity for the development of complex launch or maintenance products.

Upon completion of the subject, the student will be able to:

1. Know the techniques to manipulate heterogeneous digital graphic resources and to create complex visual compositions and diagrams of information or presentation of results. Design information graphics and visualization of results (infographics) optimal to understand any of the characteristics of a product or its functions and use.

2. Know how to create digital models or virtual prototypes that are integrated in real and/or virtual scenarios recreating certain contour parameters, conditions of use or state of the materials.

3. Prepare effective, innovative and audience-friendly electronic presentations.5- Know how to adapt a visual presentation to various communication platforms or choose the optimal one.

4. Make and manage presentations in virtual environments of product and/or service.

5. Lead projects that integrate the above results in a more complex way.

3. Syllabus

The following thematic blocks are established:

- BLOCK-01: Digital models. Digitalization of reality. Optimization of digitized objects. Scenario virtualization.

- BLOCK- 02: Performances and planning of physical scenarios. Hyper-visualization. Photorealism and virtual product. Augmented reality for presentations.

- BLOCK-03: Virtual and augmented reality as a mechanism for communication and product presentation.
- BLOCK-04: Keys to product communication. Effective communication management. Communication and marketing. Development of applied commercial communication.

4. Academic activities

1. Participative theory classes. The theoretical concepts of the subject are presented and illustrated with examples that help to understand them.
2. Types of problems. In these classes, the contents are reinforced by means of problems to cover all relevant aspects.
3. Computer practices. They are organized so that the student learns to manage various tools for product presentation.
4. Tutorials.

Face-to-face activities:

- 20 hours of master class.
- 24 hours of computer training
- 16 hours of sessions for problems and review of alternatives.
- 10 hours of tutorials, presentation and evaluation of work.
- 80 hours of personal work.

5. Assessment system

The student must demonstrate achievement of the intended learning results through the following assessment activities:

1 OPTION A: CONTINUOUS assessment

Review of a case study solved through tasks: the student must perform tasks that are integrated into a specific CASE. These tasks determine the student's understanding of the subject matter and ability to apply what they has learned to a topic chosen by them and supervised by the teachers. They are individual. They account for 95% of the total grade.

Global test: A theoretical and practical test on the concepts explained during the term. It represents 5% of the total grade.

The total grade will be evaluated out of 10 points. In order to pass, a grade higher than 5 must be obtained in each of the parts.

2 OPTION B: Global test

For those students who wish to take this option or who do not reach the minimum grade in the continuous assessment (5/10), there will be a global test that will account for 100% of the grade to be held within the calendar of exams established by the Centre.