

62948 - Design and cultural value

Syllabus Information

Academic year: 2023/24

Subject: 62948 - Design and cultural value

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 330 - Complementos de formación Máster/Doctorado
562 - Master's in Product Development Engineering

ECTS: 4.5

Year: 562 - Master's in Product Development Engineering: 1

330 - Complementos de formación Máster/Doctorado: XX

Semester: Second semester

Subject type: 562 - Optional

330 - ENG/Complementos de Formación

Module:

1. General information

The cultural value of the product is an obvious resource to take into account in any design project. However, the specific field of work in which the subject is focused - expo-graphics - represents a valuable employment niche in which product design professionals can contribute knowledge, tools and working methods within the cultural sector.

During the academic year, students will visit several cultural institutions and collaborate with a wide group of professional profiles which the students will meet in their professional future.

The subject works help to contribute to some extent to the achievement of the following SDGs: Goal 8, Objective 8.9 and Goal 12, Objective 12.b.

2. Learning results

At the end of this subject, students will be able to carry out an exhibition project taking into account the visitor's experience, the narrative appropriate to the contents and the distribution of space. Students will also be able to integrate in multidisciplinary teams in which there may be specialists in history, architecture, printing techniques, assembly brigades, institutional representatives, etc. providing knowledge of the industrial design activity such as project management, the resolution of technical aspects of various kinds, creativity in all phases of work and the development of communication strategies to different audiences, from a holistic and diverse perspective.

3. Syllabus

-Definition and characterization of the concept of cultural heritage as a cultural, tourist and economic resource, and analysis of its values according to different types (historical, artistic, ethnographic, industrial, natural, among others).

-Definition and characterization of the concepts of dissemination, communication, interpretation, and enhancement, in the context of the subject.

-Design resources applicable to different models of dissemination, interpretation and communication.

-Specific characteristics of work with customers / collaborators / suppliers in the scope of the subject.

-Audience development, preventive conservation, logistics of traveling exhibitions.

-Expography design

4. Academic activities

The subject has 4,5 credits, which is equivalent to 112,5 hours of student work, assigned as follows:

- Theoretical class, problem solving and case studies: 20 hours
- Practical sessions: 25 hours
- Practical application or research work: 55 hours
- Personalized tutoring teacher-student: 2,5 hours
- Theory study: 6 hours
- Assessment tests: 4 hours

5. Assessment system

Production of a service or cultural product design project that integrates theoretical research with practical development. In the

final grade the weight of the theoretical part will be 30% and the practical part 70%.

In order to pass the subject, it is necessary to pass both parts: theory and practice. In accordance with the regulations of the University of Zaragoza, in the subjects that have continuous or gradual evaluation systems, a global evaluation test will also be scheduled for those students who opt for the latter system.