

## 25865 - Artistic Expression I

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 25865 - Artistic Expression I

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The main objective of the subject Artistic Expression I is to provide students with a basis to apply different techniques for the representation and conceptualization of industrial products through sketching.

At the same time, it is intended to provide graphic and communicative knowledge that allows to carry out effective presentations of products in panel format, both in the subject itself and in the Design Workshop.

### 2. Learning results

- Ability to sketch in an agile and efficient manner.
- Ability to work with digital tablets.

### 3. Syllabus

Block 1. Fit, proportion and composition (Graphite pencil).

Block 2. Chiaroscuro, color and background design (Pastel and colored pencil).

Block 3. Design of presentation panels (marker pen).

Block 4. Formal exploration (Mixed techniques).

### 4. Academic activities

Lectures - 13h.

Practical classes - 39h.

Directed works - 10h.

Personal work of students - 84h.

Examinations - 4h.

### 5. Assessment system

**I. Mixed system, composed of the following evaluation activities:**

**Assessment of practices y assignments 60 %**

The students will continuously develop practices that will be evaluated and will be weighted 50% in the total grade of the subject. This system will include the delivery of a student self-evaluation of each block of practical content and which will be weighted 10%. The complete delivery of work in due date and form is a prerequisite to pass the mixed assessment system.

**Theoretical-practical test 40%**

The student will develop a theoretical/practical test, in which they will have to record the learning results achieved.

\* The student must have delivered all the compulsory practices on the date and in the manner indicated to pass the subject.

\* To pass this system, students must obtain a minimum of 5 out of 10 points in both sections of the mixed system.

**Simple system, based exclusively on a final global theoretical/practical test of the contents covered in the subject.**

\* To pass this simple system, students must obtain a minimum of 5 out of 10 points.

### 6. Sustainable Development Goals

4 - Quality Education

5 - Gender Equality  
10 - Reduction of Inequalities