Academic Year/course: 2024/25

29697 - Semiotics in design

Syllabus Information

Academic year: 2024/25
Subject: 29697 - Semiotics in design
Faculty / School: 110 - Escuela de Ingeniería y Arquitectura
Degree: 558 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS: 6.0
Year: 4
Semester: First semester
Subject type: Optional
Module:

1. General information

The subject is optional, and aims for interested students to deepen their knowledge of aspects related to the communicative capacity of products. With this purpose in the subject, content related to the knowledge of different types of language, the theory of communication, the psychology of perception and the cognitive, emotional and user response processes are presented and worked on.

In a growing context of intelligent and complex products, it is increasingly important to effectively control the way in which the user/product dialogue occurs. To do this, any design professional must consider different language alternatives and organization of the semantic contents of the communicative event, anticipating the cognitive and emotional processes that the use of the product will trigger in the user's mind.

2. Learning results

The correct development of the semantic plane of the product is essential to guarantee the success of its functional objectives and its potential acceptance by the market. The user must be able to recognize the product, its capabilities, its value, its way of use, and maintain a successful dialogue that not only satisfies his needs but also provides him with the best possible experience.

By passing the subject, students will intensively develop their ability to anticipate and project correct communication towards the user through the product with which they interact.

3. Syllabus

The sequencing of the theoretical content program and the dates of completion and delivery of the different works will be provided at the beginning of the subject. The following contents are developed:

1 General approach to semiotics applied to product design.

2 Types of language applied to product design.

3 Communication and emotional design. Influence on user experience.

4 Design specifications from semiotics. Development of the functionality of the product through the development of its communicative capacity.

5 Communication theory: communication and its basic elements. Analysis and conceptualization tools.

6 Psychology of perception: sensory perception. Types of stimuli. Unimodal/multimodal perception.

7 Application of semiotics in the field of product design.

8 Review of case studies and scientific literature.

4. Academic activities

The subject, like most subjects in the degree, is based on the project-based learning model or "learning by doing". In this sense, a series of expository classes are proposed where the most relevant theoretical contents are shown, along with debate sessions and discussion of cases and implementation and monitoring of projects and/or experiments with users.

The subject has 6 ECTS credits, which correspond to 60 hours of class (30 theoretical hours + 30 practical hours) plus 90 hours of complementary work.

A series of supervised practice hour sessions will also be scheduled (depending on the assigned availability), for direct tutoring of the research tasks to be carried out by the students.

5. Assessment system

Individual theoretical exercise, in the form of a small research paper; 50% of the final grade.

Practical exercise, in the form of total or partial development of the design of a product, or in the form of development of an experiment in which users participate; This practical exercise can be carried out individually or as a team depending on the scope and characteristics thereof; 50% of the final grade.

The sequencing and delivery dates will be arranged following a continuous evaluation model. However, following the regulations of the University of Zaragoza in this regard, it will also be scheduled a single test of global evaluation for those students who choose to opt for this second system.

6. Sustainable Development Goals

9 - Industry, Innovation and Infrastructure
17 - Partnerships for the Goals