

## [MD3001] DESIGN METHODOLOGY

### GENERAL INFORMATION

|                  |   |                   |                         |  |
|------------------|---|-------------------|-------------------------|--|
| <b>Studies</b>   | UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN |                   | <b>Subject</b>          | ?  |
| <b>Semester</b>  | 2   | <b>Course</b>     | 0                       | <b>Mention / Field of specialisation</b>                     |
| <b>Character</b> | COMPL. TRAINING   |                   | <b>Language</b>         | CASTELLANO   |
| <b>Plan</b>      | 2018  | <b>Modality</b>   | Adapted<br>Face-to-face | <b>Total hours</b>   |
| <b>Credits</b>   | 4   | <b>Hours/week</b> | 2.22                    | 40 class hours + 60 non-class hours = <b>100 total hours</b> |

### PROFESSORS

LEGARDA GABIRIA, IKER

### REQUIRED PREVIOUS KNOWLEDGE

| Subjects                                 | Knowledge                        |
|--|----------------------------------|
| (No specific previous subjects required) | (No previous knowledge required) |

### SKILLS

#### VERIFICA SKILLS

##### SPECIFIC

**MDCE02** - To identify the current and future needs of the different agents (user, client, supplier) in order to define the specifications of the new products and services.

**MDCE03** - To present creative and sustainable (socially-environmentally-financially) solutions in the shape of innovative services and products in line with the business strategy.

**MDCE04** - To select existing or emerging technologies, processes and materials which add value to the proposed services and products, taking into account the financial feasibility

**MDCE05** - To create prototypes and test services and products with users and other agents involved in the value chain

##### BASIC

**M\_CB10** - To have learning skills and the capacity for self-guided or independent subsequent learning.

### LEARNING RESULTS

**RA002** [!] *Aplicar las técnicas, métodos y herramientas estudiadas en la resolución de un problema de diseño*

#### LEARNING ACTIVITIES

|  | CH    | NCH   | TH     |
|--|-------|-------|--------|
| Carrying out exercises and solving problems individually and/or in teams | 40 h. | 60 h. | 100 h. |

#### EVALUATION SYSTEM

Individual written and/or oral tests or individual coding/programming tests

W

100%

#### MAKE-UP MECHANISMS

Individual written and/or oral tests or individual coding/programming tests

**CH - Class hours:** 40 h.

**NCH - Non-class hours:** 60 h.

**TH - Total hours:** 100 h.

### CONTENTS

00- Presentation of the course01- Methodological Basics - Values02- DBZ - Design Methodology

1st Phase- EXPLORATION1-1. Exploration- ANALYSIS1-2. Exploration- CONTEXT1-3. Exploration- USE1-4. Exploration - MARKET1-5. Exploration- PRODUCT1-6. Specifications Book - BRIEF

2nd Phase- IDEATION2-1. Ideation- CONCEPTUALIZATION2-2. Idetion- CREATIVITY TECHNICS

3rd Phase - DEVELOPMENT3-1. Design DEVELOPMENT3-2. DEVELOPMENT- Models and PrototypesLEARNING

## LEARNING RESOURCES AND BIBLIOGRAPHY

### Learning resources

Subject notes  
Technical articles  
Topic related web quires  
Moodle Platform

### Bibliography

[http://katalogoa.mondragon.edu/janium-bin/janium\\_login\\_opac\\_re\\_in  
k.pl?grupo=ESTRATEGICO11&ejecuta=40&\\_ST](http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in<br/>k.pl?grupo=ESTRATEGICO11&ejecuta=40&_ST)