

[MDA301] HUMAN CENTERED DESIGN

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		Subject	HUMAN CENTERED DESIGN	
Semester	1	Course	1	Mention / Field of specialisation	
Character	COMPULSORY		Language	CASTELLANO	
Plan	2022	Modality	Face-to-face	Total hours	41 class hours + 59 non-class hours = 100 total hours
Credits	4	Hours/week	2.28		

PROFESSORS

GONZALEZ DE HEREDIA LOPEZ DE SABANDO, ARANTXA
ANAYA RODRIGUEZ, MAITE

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
VISUAL COMMUNICATION DESIGN METHODOLOGY	(No previous knowledge required)

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA06 - Conduct studies, including their design and implementation, in order to identify the current and future needs of people using the most appropriate methods and tools of people-centred design.		x		2,4
MDRA07 - Demonstrate awareness of and commitment to ethical and professional responsibility in the strategic design of innovative products and services, in line with the principles of universal accessibility and design for all, and especially with regard to human rights and gender equality		x		1,6
Total:				4

KC: Knowledge or Content / SK: Skills / AB: Abilities

SECONDARY LEARNING RESULTS

RMD06 [!] *Llevar a cabo estudios, incluyendo su diseño y ejecución, para la identificación de las necesidades actuales y futuras de las personas a través de los métodos y herramientas más adecuadas del diseño centrado en las personas*

LEARNING ACTIVITIES	CH	NCH	TH
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	15 h.	21 h.	36 h.
Carrying out exercises and solving problems individually and/or in teams	10 h.	14 h.	24 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	40%	Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems
Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems	60%	Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems

CH - Class hours: 25 h.

NCH - Non-class hours: 35 h.

TH - Total hours: 60 h.

RMD07 [!] *Demostrar conciencia y compromiso con la responsabilidad ética y profesional en el diseño estratégico de productos y servicios innovadores, acordes con los principios de accesibilidad universal y diseño para todos, y en especial en lo que concierne a*

LEARNING ACTIVITIES	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams	6 h.	10 h.	16 h.

Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams

10 h.

14 h.

24 h.

EVALUATION SYSTEM

W

MAKE-UP MECHANISMS

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

40%

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems

60%

Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems

CH - Class hours: 16 h.

NCH - Non-class hours: 24 h.

TH - Total hours: 40 h.

CONTENTS

- Introduction
- Design Research
- Research tools in design
- Design research planning
- Strategic dimension of inclusive design
- Inclusion assessment tools
- Methodologies for inclusive design
- Assistive technologies

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

(No resources)

Bibliography

http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in_k.pl?grupo=ESTRATEGICO11&ejecuta=5&_ST