

## [MDH301] TRENDS DESIGN I

### GENERAL INFORMATION

|                  |   |  |  |
|------------------|---|--|--|
| <b>Studies</b>   | UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN | <b>Subject</b>                           | INNOVATION IN INDUSTRIAL DESIGN                              |
| <b>Semester</b>  | 1   | <b>Course</b>                            | 1  |
| <b>Character</b> | OPTIONAL  | <b>Mention / Field of specialisation</b> |  |
| <b>Plan</b>      | 2022  | <b>Modality</b>                          | Face-to-face   |
| <b>Credits</b>   | 5   | <b>Hours/week</b>                        | 2.78   |
|                  |   | <b>Language</b>                          | CASTELLANO   |
|                  |   | <b>Total hours</b>                       | 50 class hours + 75 non-class hours = <b>125 total hours</b> |

### PROFESSORS

VAL JAUREGUI, ESTER
   
 AZPI-GARCIA, ANDONI

### REQUIRED PREVIOUS KNOWLEDGE

| Subjects                                   | Knowledge                        |
|--|----------------------------------|
| VISUAL COMMUNICATION<br>DESIGN METHODOLOGY | (No previous knowledge required) |

### LEARNING RESULTS

| LEARNING RESULTS   | KC | SK | AB | ECTS     |
|--|----|----|----|----------|
| <b>MDRA03</b> - Build sustainable future scenarios based on identifying trends and design-related prospective studies. |    | x  |    | 5        |
| <b>Total:</b>  |    |    |    | <b>5</b> |

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

### SECONDARY LEARNING RESULTS

**RMD03** [!] *Construir escenarios de futuro sostenibles basados en la identificación de tendencias y en estudios prospectivos relativos al diseño.*

| 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 | 20 h. | 30 h. | 50 h. |
| Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects  | 12 h. | 18 h. | 30 h. |
| Carrying out exercises and solving problems individually and/or in teams   | 18 h. | 27 h. | 45 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   | 50% | 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 | 50% | Observation (technical capacity, attitude and participation)   |

**CH - Class hours:** 50 h.  
**NCH - Non-class hours:** 75 h.  
**TH - Total hours:** 125 h.

### CONTENTS

1st MODULE\_Graphic Design

1. Objective: infographics  
 2. Visual communication and fundamentals of graphic design  
 3. Use of tools: Illustrator

2nd MODULE\_Trends in Industrial Design

1. Introduction to Trends2. Anatomy of a Trend3. Tools for Trend Detection4. Future Scenarios

## LEARNING RESOURCES AND BIBLIOGRAPHY

### Learning resources

Subject notes  
Moodle Platform  
Presentations by external Lecturers  
Topic related web quires

### Bibliography

<https://katalogoa.mondragon.edu/janium-bin/sumario.pl?Id=20221213120030>