

[MDH301] STRATEGIC DESIGN WORKSHOP

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN	Subject	PROJECT – DESIGN WORKSHOP
Semester	1	Course	1
Character	COMPULSORY	Mention / Field of specialisation	
Plan	2022	Modality	Face-to-face
Credits	6	Hours/week	3.33
		Language	CASTELLANO
		Total hours	60 class hours + 90 non-class hours = 150 total hours

PROFESSORS

IRIARTE AZPIAZU, ION
MAZMELA ETXABE, MAITANE
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REQUIRED PREVIOUS KNOWLEDGE

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

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA10 - Solve complex problems related to digital transition, ensuring universal accessibility and applying the knowledge and skills of the interaction design discipline		x		2,4
MDRA11 - Work in multidisciplinary teams assuming different roles throughout the design process of a product and service, promoting a shared purpose, trust and team complementarity in the resolution of conflicts.		x	x	1,8
MDRB09 - Students should have the ability to communicate their conclusions and the knowledge and rationale behind them in oral, written and visual formats to specialist and non-specialist audiences in a clear and unambiguous manner	x	x		1,8
Total:				6

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

SECONDARY LEARNING RESULTS

RBMD09 [!] *Que los estudiantes sepan comunicar en modo oral, escrito y visual sus conclusiones y los conocimientos y razones últimas que las sustentan propios del ámbito de su especialidad a públicos especializados y no especializados de un modo claro y sin amb*

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	18 h.	27 h.	45 h.

EVALUATION SYSTEM

	W
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	50%
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%

MAKE-UP MECHANISMS

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

CH - Class hours: 18 h.

NCH - Non-class hours: 27 h.

TH - Total hours: 45 h.

RMD10 [!] *Resolver problemas complejos vinculados a la transición digital asegurando la accesibilidad universal y aplicando los conocimientos y habilidades propias de la disciplina del diseño de interacción*

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	24 h.	36 h.	60 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	100%	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: 24 h. NCH - Non-class hours: 36 h. TH - Total hours: 60 h.			

RMD11 [!] *Trabajar en equipos multidisciplinares asumiendo distintos roles a lo largo del proceso de diseño de un producto y servicio, fomentado el propósito compartido, la confianza y la complementariedad de los equipos en la resolución de conflictos.*

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	18 h.	27 h.	45 h.
EVALUATION SYSTEM	W	MAKE-UP MECHANISMS	
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	100%	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: 18 h. NCH - Non-class hours: 27 h. TH - Total hours: 45 h.			

CONTENTS

Challenge 1: design research

Challenge 2: service design

Challenge 3: UX/UI design

Challenge 3: participatory design

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes	http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in k.pl?grupo=ESTRATEGICO11&ejecuta=35&_ST
Moodle Platform	
Presentations by external Lecturers	

Topic related web quires