

[MDT301] 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	3.39
		Language	CASTELLANO
		Total hours	61 class hours + 89 non-class hours = 150 total hours

PROFESSORS

(No professor appointed)

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
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	12 h.	18 h.	30 h.
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	6 h.	9 h.	15 h.

EVALUATION SYSTEM

	W
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	66%
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	34%

MAKE-UP MECHANISMS

Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence

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	17 h.	25 h.	42 h.
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints	8 h.	10 h.	18 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	70%	Individual written and oral tests to assess technical skills of the subject	
Individual written and/or oral tests or individual coding/programming tests	30%	Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices	
CH - Class hours: 25 h.			
NCH - Non-class hours: 35 h.			
TH - Total hours: 60 h.			

RMD11 [!] <i>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.</i>			
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	
Co-assessment	100%	Technical skills, involvement in the project, finished work, obtained results, handed documentation, presentation and technical defence	
CH - Class hours: 18 h.			
NCH - Non-class hours: 27 h.			
TH - Total hours: 45 h.			

CONTENTS

1. Challenges developed together with the company. MILESTONE 1: Identification of opportunities.

MILESTONE 2: Design concepts that respond to the opportunities.

MILESTONE 3: Detailed development of the final idea.

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Presentations by external Lecturers Labs Moodle Platform Class presentations	http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in_k.pl?grupo=ESTRATEGICO11&ejecuta=35&_ST