

[MDC401] PEOPLE-CENTRED DESIGN

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		Subject	?
Semester	1	Course	1	Mention / Field of specialisation
Character	COMPULSORY		Language	CASTELLANO
Plan	2025	Modality	Face-to-face	Total hours 35 class hours + 65 non-class hours = 100 total hours
Credits	4	Hours/week	1.94	

2030 AGENDA GOALS



PROFESSORS

GONZALEZ DE HEREDIA LOPEZ DE SABANDO, ARANTXA

REQUIRED PREVIOUS KNOWLEDGE

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

LEARNING RESULTS

LEARNING RESULTS

	KC	SK	AB	ECTS
MDRA36 - 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
MDRA37 - 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

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	5 h.	5 h.	10 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.	20 h.	30 h.

EVALUATION SYSTEM

	W
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	25%
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	75%

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: 15 h.

NCH - Non-class hours: 25 h.

TH - Total hours: 40 h.

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
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		5 h.	10 h.	15 h.
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints		5 h.	10 h.	15 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.	20 h.	30 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	20%	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	30%	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		
Individual written and/or oral tests or individual coding/programming tests	50%	Individual written and/or oral tests or individual coding/programming tests		
CH - Class hours: 20 h.				
NCH - Non-class hours: 40 h.				
TH - Total hours: 60 h.				

CONTENTS

- Human Centered Design:
- Design research, fundamentals and ethics
- Verbal tools, interviews and tools for qualitative research
- Observation tools
- Mixed tools
- Evaluation
- Planning
- Inclusive Design:
- Intersectionality, diversity and exclusion
- Physical, sensoric and cognitive disabilities
- Accessibility guidelines
- Exclusion Calculators

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes	https://labur.eus/Ob72a
Presentations by external Lecturers	
Class presentations	