

[MDT401] STRATEGIC DESIGN WORKSHOP

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 60 class hours + 90 non-class hours = 150 total hours
Credits	6	Hours/week	3.33	

2030 AGENDA GOALS



PROFESSORS

IRIARTE AZPIAZU, ION
BEITIA AMONDARAIN, AMAIA
GONZALEZ OCHOANTESANA, ITSASO
MAZMELA ETXABE, MAITANE
LEGARDA GABIRIA, IKER

REQUIRED PREVIOUS KNOWLEDGE

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

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA40 - Solve complex problems related to digital transition, ensuring universal accessibility and applying the knowledge and skills of the interaction design discipline		x		2,4
MDRA41 - 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
MDRB19 - 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	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%	(No mechanisms)	

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
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams		24 h.	36 h.	60 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: 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

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Presentations by external Lecturers Topic related web quires Labs Moodle Platform	https://labur.eus/YEUFJ