

## [MDH402] OP. S2- DESIGN TRENDS II

### GENERAL INFORMATION

<b>Studies</b>	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		<b>Subject</b>	?	
<b>Semester</b>	2	<b>Course</b>	1	<b>Mention / Field of specialisation</b>	
<b>Character</b>	OPTIONAL				
<b>Plan</b>	2025	<b>Modality</b>	Face-to-face	<b>Language</b>	CASTELLANO
<b>Credits</b>	5	<b>Hours/week</b>	2.78	<b>Total hours</b>	50 class hours + 75 non-class hours = <b><u>125 total hours</u></b>

### 2030 AGENDA GOALS



### PROFESSORS

LASA ERLE, GANIX

### REQUIRED PREVIOUS KNOWLEDGE

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

### LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
<b>MDRA45</b> - Using new digital and immersive technologies to build virtual future scenarios for the design of innovative products and services		x		5
<b>Total:</b>				<b>5</b>

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

### SECONDARY LEARNING RESULTS

**RMD15** [!] *Utilizar las nuevas tecnologías digitales e inmersivas para construir escenarios virtuales de futuro relativos al diseño de productos y servicios innovadores*

#### LEARNING ACTIVITIES

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

CH	NCH	TH
50 h.	75 h.	125 h.

#### EVALUATION SYSTEM

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

W

100%

#### MAKE-UP MECHANISMS

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

**CH - Class hours:** 50 h.

**NCH - Non-class hours:** 75 h.

**TH - Total hours:** 125 h.

### CONTENTS

1. Technology and people2. Virtual reality3. Artificial intelligence4. Technological foresight

### LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes Moodle Platform Technical articles	<a href="https://labur.eus/jLxlr">https://labur.eus/jLxlr</a>