



PRESENTACIÓN

Breve descripción:

Communication plays a vital role in the professional life of a designer. There are, however, two types of communications that a designer carries out. The first refers to the type when a designer communicates with its audience via his designs. Such is called the “aesthetic communication” and is carried out in a very subtle, indirect and artistic manner. However, the second type concerns the communication which a professional designer carries out while dealing with professional matters. This type of communication is termed as “professional communication” and is more direct, complex and verbal.

- Titulación:
- Módulo/Materia:
- ECTS:
- Curso, semestre:
- Carácter:
- Profesorado:
- Idioma:
- Aula, Horario:

COMPETENCIAS

PROGRAMA

This module comprises of 3 sessions focusing on various aspects of communication and its significance in industrial design international work contexts.

Each session is delivered by a professional in the field of design and communication, where the following topics will be addressed:

- Belén Torregrosa (<https://belentorregrosa.com/>): Design and the art of storytelling.
- Ágelica Barco (<http://www.angelicabarco.com/>): The Global strategy of global brands.
- Ainhoa Juaristi (<https://es.linkedin.com/in/ainhoajuaristi>): Communication in international projects management.

ACTIVIDADES FORMATIVAS

The dedication of 50 hours (2 ECTS) to this course is divided into the following educational activities:

- Theoretical face-to-face classes: 20 hours
- Guided assignments: 20 hours
- Personal study: 10 hours

EVALUACIÓN



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CONVOCATORIA ORDINARIA

Practical assignments for evaluation of participation and understanding: 100% of the final grade.

These assignments can be done during sessions or sent for completion by the student (individually or in teams) and subsequently submitted or presented in class.

CONVOCATORIA EXTRAORDINARIA

Practical assignments for evaluation of participation and understanding: 100% of the final grade.

HORARIOS DE ATENCIÓN

Contact by e-mail with the corresponding professor to arrange a meeting (on-line or presential).

BIBLIOGRAFÍA