



PRESENTACIÓN

Breve descripción:

The main goal of the course is that students understand the overarching ability of design to bring societal and technological trends together in services, products, or business models that are coherent with their time, target users, and context. Students will learn to search for relevant trends and to apply them in their designs, as a way to uncover novel market opportunities or to fulfill existing demands.

RESULTADOS DE APRENDIZAJE (Competencias)

The main goal of the course is that students understand the overarching ability of design to bring societal and technological trends together in services, products, or business models that are coherent with their time, target users, and context.

Students will learn to search for relevant trends and to apply them in their designs, as a way to uncover novel market opportunities or to fulfill existing demands. Apart from that, the following subgoals will also be met after the completion of the course; students will:

- Reflect on the type of designer that they would like to be, by looking at the opportunities that exist in international contexts.
- Explore and map out some of the concepts that are relevant to the design discipline (i.e., trend research, trend scouting, roadmapping, strategic design, future visioning...).
- Learn how to communicate a design project successfully.
- Experience how design thinking can add strategic value to users, business, and society.

PROGRAMA

Session 1: Introduction to the course and the challenge

Students will be introduced to the course, by diving into the definition of “trends” and their relevance in new product and service conceptualizations. We will also learn how trends can be researched, and later applied in a given design process. This first session will also serve to introduce the design methodology that will be followed in the course, as well as the challenge and the assignment that students will need to complete in groups.

Session 2: Context research, future visioning, and trend selection

A lecture on future visioning and strategic design will introduce how can designers apply trends in order to design future-proof concepts. We will dive deeper into several trend reports, to understand how they can be used to support the “trend research” phase in a design project. For the practical part, students are expected to bring an analysis of the current context (that they can support with different tools, such as personas, stakeholder maps, etc.). During the workshop, time will be given to the groups to analyze different trends reports and envision the trends that will be relevant for their challenge and target group.

Session 3: Ideation



A brief lecture will cover solution spaces beyond product design that designers could provide (i.e., business models, service blueprints, UX interfaces, interventions...), by emphasizing on the value proposition canvas that they should all compile with. Afterwards, student groups will have time to initiate their concept design, based on the trends that they previously selected.

Session 4: Finalization of the concept and preparation of the pitch

In the lecture, students will be introduced the skill and techniques for pitching their design and innovation projects. Guided exercises will be conducted. In the workshop, students will finalize their concept and will build a pitch to present it. Session 5: final presentation An inspiring keynote will be given by the main lecturer, regarding the field of design and the different career path that Industrial Design Engineers could take. After that, student groups will present their final concept; presentations will be followed by a Q&A from the attendees, as well as a feedback moment from the lecturer

Session 5: Final presentation

An inspiring keynote will be given by the main lecturer, regarding the field of design and the different career path that Industrial Design Engineers could take. After that, student groups will present their final concept; presentations will be followed by a Q&A from the attendees, as well as a feedback moment from the lecturer.

ACTIVIDADES FORMATIVAS

Five sessions will be held.

A similar structure will be used in all sessions, including: an initial plenary lecture covering different topics regarding trends; one-to-one feedback with every group; wrap-up of the session with general advice and/or input.

Students can be assigned homework in between two sessions.

EVALUACIÓN

CONVOCATORIA ORDINARIA

Students will be evaluated based on their final design and presentation (group work, evaluated in the final presentation), as well as on their course participation (individual grade, evaluated during the course).

Below the weights of the different categories are specified:

1. Positioning (analysis of the current context & trend selection) (40%)
2. Concept ideation and design (30%)
3. Pitch (10%)
4. Participation during the course (20%)

CONVOCATORIA EXTRAORDINARIA



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A specific individual assignment will be given to the student. Its evaluation rubric will follow the same structure as the final design and presentation of the "convocatoria ordinaria".

HORARIOS DE ATENCIÓN

Contactar con la profesora por e-mail para concertar cita.

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BIBLIOGRAFÍA