Universidad de Navarra

Design Studio V (Moda) (Gr. Diseño)
Guía docente 2026-27

PRESENTACIÓN

Breve descripción:

- **Titulación**: DESIGN STUDIO V
- **Módulo/Materia**: **Module V:** Talleres de Diseño. (Mentions of fashion design).
- **ECTS**: 9 ECTS
- **Curso, semestre**: Third, First
- **Carácter**: Mandatory
- **Profesorado**: Ananda Pascual (apascualgal@unav.es), Maria Villanueva (mvillanuevf@unav.es)
- **Personal de apoyo**: Maider Isturiz (misturizc@unav.es)
- **Idioma**: English
- **Aula, Horario**: Fashion workshop. Mondays 11:00-14:00 / 15:00-18:00

*Monday, September 14, Brand DNA seminar, **10:00 AM – 2:00 PM.** / 15:00-17:00

*Tuesday, November 3: masterclass with Amalia Descalzo, 17:00 PM - 19:00 PM.

*Wednesdays, November 4 and 11, Fashion and silhouettes seminar, 9:00 AM – 12:00 PM

LEARNING OUTCOMES (Competencies)

BASIC

BC1 – Students should have demonstrable knowledge and understanding of an area of study that builds on the base knowledge of general secondary education, and at a level at which, although supported by advanced text books, also includes aspects that imply knowledge related to the vanguard of the field of study.

BC2 – Students should know how to apply their knowledge to their work or vocation in a professional manner and should have abilities that can be demonstrated by means of elaboration and defense of arguments, as well as problem solving within their field of study.

BC4 – Students should be able to communicate information, ideas, problems and solutions to both a specialized and general audience.

BC5 – Students should have developed the learning and study skills that are necessary for undertaking studies with a high degree of autonomy.

GENERAL

GC3 – Ability to apply creativity to project design and group work.

GC4 – Propose, create and express (both written and verbally) concrete solutions to design challenges that affect today's society.

GC6 – Ability to speak English, B2 level, with knowledge of scientific and academic terminology related to the world of art, design, and applied arts.

GC7 – Analyze products or services in relation to the technological and productive possibilities of the creative industry.

SPECIFIC

SC8 – Conceive of and define creative projects applied to design.

SC9 – Integrate creative processes by linking different disciplines and contemporary applied arts with design.

SC15 – Know the fundamentals and criteria of utility, ecology, and ergonomics, as well as their application to design.

SC16 – Understand the importance of social needs and the demand for quality of life in their application to design.

SC18 – Relate knowledge about cultural patterns of the environment with the social responsibilities of a designer.

SC20 – Exercise criticism in the world of applied arts and design.

SC21 – Analyze and reflect on the components of human personality (biological, affective, psychological, spiritual) and their relation to creative design.

SC25 – Know the control and coordination procedures that professional teams use while working on integrated design projects.

EDUCATIONAL ACTIVITIES

I. Classroom teaching activities

1. Lectures on fashion history, visual references, Moodboard Creation, Spec sheets, textiles, Collection structure....

Lectures are given by the professor on the themes indicated in the syllabus with the help of the blackboard, power point presentations, videos and animation movies.

2. Practical work

They include:

- Presentation by the professor of all considerations related to the course.

- Responses to students' questions by the professor.

Each student may have personal interviews during practice hours with the professor to help him /her with personal learning.

3. Evaluation

Individual presentations on a collection to assess the successful accomplishment of the objectives

4. Seminar: 12 hours on ILLUSTRATOR software

II. Personal work

Students must understand themes covered early in the course to be able to comprehend information presented later in the course, and will have to be able to integrate material learnt throughout the course. Therefore, it is important that they do not fall behind and try to set aside regular times outside of class to work on the course material.

1. Students are recomended to read the assigned reading and view the recommended documentaries for the subject before the lecture covering that topic. Being familiar with topics beforehand will allow students to get the most out of the lecture.

2. Students should conduct personal study using the professor’s notes, notes taken in lectures and recommended books if needed.

3. Students have to prepare oral presentations in English.

EDUCATIONLA ACTIVITIES	Hours
AF01_ Attendance and participation in theoretical face-to-face classes	15
AF02_ Attendance and participation in practical face-to-face classes	60
AF03_Participation in seminars	6
AF04_ Carrying out directed work	45
AF05_ Participation in tutorials	2
AF06_ Study and personal work	97

ASSESMENT

ORDINARY CALL

Student learning evaluation and project score:

The project developed during each semester is valued continuously: through critical sessions in the studio space. During the critical reviews, the the student's work will be constructively judged by the tutors and the students themselves, discovering, correcting and enhancing the design values of the exposed, explained and exhibited work.

The project will have a set of evaluable partial deliveries by the faculty and will conclude with a final delivery and its subsequent presentation. Each of the deliveries will have a minimum contribution of graphic and written documentation as a fundamental requirement for evaluation, to be specified according to each stage of the project.

The relevant presentations will be made in a public exhibition format, where the student will explain orally the creative motivations of its design, the process and tools that it has followed for its development and the implications of the final result.

All exercises must be delivered, except for justified exceptions, on the date and time indicated. The evaluation of each project, which will be compared between the different teachers of the subject and, also, with the invited professor who has participated in the specific exercise, will meet the following criteria, coinciding with the usual phases in all creative process:

The evaluation obtained in each phase will be reviewed in the final delivery, taking into account the improvements made by the student until that moment.

Final grade of the subject:

The final grade of each semester will consider the grade obtained in the project, as well as the evaluation and conclusions of the **new skills, interests, participation and effort** that the student has test, achieved and consolidate during the process.

SUBJECT'S FINAL ASSESSMENT	
SE01_Control of attendance and participation in expository, practical and master classes ***It is mandatory to attend at least 80% of the classes, otherwise the student will lose the right of evaluation of the complete course.***	20%
SE02_Individual and team practical work	60%
SE03_Oral defense of the work	20%

In order to obtain the pass in the subject, the overall score resulting from the previous table must meet all the following conditions:

1-The grade of the project will be considered for **final grade** if it is **at least 5.0** (out of 10).

2-Likewise, **attendance of at least 80% of the scheduled class schedule and trips** is considered mandatory. **No more than a maximum of 20% unjustified absences** will be accepted for the student to be evaluated.

3- It is necessary to make a garment from the collection, together with Creative Lab I so that the subject can be evaluated.

EXTRAORDINARY CALL

If the student is not able to pass the subject in the ordinary call —obtaining a minimum of 5.0 out of 10—, will be appointed for an extraordinary exam in June.

The students of degree will be able to request to be evaluated in the extraordinary announcement, although they have passed the subject in that term. This procedure must be requested to be included in the minutes at least five days before the start of the period of exams. The final grade of the subject will be that of the extraordinary call, even if it is lower than the one obtained previously. Therefore, the grade obtained in the extraordinary call will be the valid one, regardless of that obtained in the ordinary call, even the student may not pass the subject if he or she fails to attend.

The extraordinary studio project will be presented on the extraordinary call date. The project will have the same requirements as the one in the ordinary call;

EXTRAORDINARY CALL	**Each project will be evaluated according to the following criteria:**
Project ***70%***	*Practical individual*
-Inspiration Phase *20% (Empathise and Define)*	Strengthens, coherence and methodology of the research

-Ideation Phase *20%*	Ripeness, originality and relevance of the concept
-Implementation Phase *60% (Prototyping and testing)*	Consistency of decisions made for development
Presentations ***30%***	*Oral defence of works*

In order to obtain the pass in the subject in the extraordinary call the overall score resulting from the previous table must have obtained at least a result of 4.0 out of 10 points in each of the three (3) first points, except for the last section (PRESENTATION), in which the student must obtain a result of 5.0 out of 10 total points.

Accommodation will be provided for students with special learning needs, either regarding the methodology and/or evaluation of the course, but they will be expected to fulfill all course objectives.

STUDENT ATTENTION HOURS

- Professors will be available by appointment through the email

apascualgal@external.unav.es

mvillanuevf@unav.es

misturizc@unav.es

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Video Martin Margiela et Hermès, exposición en MAD (3 min)

https://www.youtube.com/watch?v=qMcChvaXvYk

Story of the Paris Métiers d'Art Hamburg (2 min).

https://www.youtube.com/watch?v=HyJJRQ5SGQo

Savoir-Faire of the Paris-Hamburg

CHANEL Métiers d'art 2017/18 collection (2:25 min)

https://www.youtube.com/watch?v=FAXbj3qSs_A

Inside the Maisons d'Art - Paris Cosmopolite

CHANEL Métiers d'Art Collection2016/17 (2:36 min)

https://www.youtube.com/watch?v=XST-mBc9IYI

WGSN: Trend Forecasting (3:41 min)

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