



## 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.

## RESULTADOS DE APRENDIZAJE (Competencias)

**C1:** Ability to adapt communication strategies to different professional environments within the global industrial design sector.

**C2:** Capacity to integrate narrative and storytelling techniques into the presentation of design projects to add strategic value.

**C3:** Ability to work efficiently in international design contexts, understanding the management and communication challenges of global projects.

## 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



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## **EVALUACIÓN**

### **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**