

Course guide

804429 - PAE - Advanced Business Project

Last modified: 30/09/2026

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Optional subject).
BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2023). (Optional subject).
BACHELOR'S DEGREE IN DIGITAL DESIGN AND MULTIMEDIA TECHNOLOGIES (Syllabus 2023). (Optional subject).

Academic year: 2026 **ECTS Credits:** 6.0 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: DAVID SÁNCHEZ CARRERAS

Others: Segon quadrimestre:
MARTA FERNÁNDEZ RUIZ - Grup: 10
ELISABET FONTS GONZÁLEZ - Grup: 10
PEDRO OMEDAS MORERA - Grup: 10
DAVID SÁNCHEZ CARRERAS - Grup: 10

TEACHING METHODOLOGY

LEARNING OBJECTIVES OF THE SUBJECT

Design audiovisual, multimedia, or video game-related products within an academic setting, but which address a challenge proposal form a company in the industry.
Generate prototype proposals that transfer academic knowledge to the industry.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	30,0	20.00
Hours large group	18,0	12.00
Self study	90,0	60.00
Guided activities	12,0	8.00

Total learning time: 150 h

CONTENTS

Module 1. Basic concepts

Description:

- Search for information
- Project methodology
- Initial meeting

Full-or-part-time: 30h

Laboratory classes: 12h

Self study : 18h

Module 2. Ideas generation

Description:

Generation and Definition of ideas

Product presentation

Meeting. Presentation ideas

Full-or-part-time: 45h

Laboratory classes: 18h

Self study : 27h

Module 3. Development of ideas

Description:

The development of the ideas selected in the first meeting will be carried out. The tutors will help the students to define the strategies and solve doubts of both the approach and the solutions

Full-or-part-time: 45h

Laboratory classes: 18h

Self study : 27h

Module 4. Final presentation

Description:

The groups will have to prepare the final presentation, prototype and report explaining the development of the project. A presentation will be made with all participants (students, teachers and company tutors).

Full-or-part-time: 30h

Laboratory classes: 12h

Self study : 18h

GRADING SYSTEM

Any academic fraud, plagiarism or use or possession of unauthorised means in an assessment activity leads to a mark of zero (0) for the affected test or assignment. Furthermore, in accordance with the University's regulations, if disciplinary proceedings are initiated the subject is recorded as "Pending Assessment" until a decision is reached. These incidents are managed in accordance with the [Action Framework for Academic Integrity in Assessment at the UPC](#).