

## 320153 - PID - International Projection of Design

Coordinating unit:	205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit:	732 - OE - Department of Management
Academic year:	2019
Degree:	BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2010). (Teaching unit Optional) BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional) BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Teaching unit Optional) BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional) BACHELOR'S DEGREE IN AUDIOVISUAL SYSTEMS ENGINEERING (Syllabus 2009). (Teaching unit Optional)
ECTS credits:	6
Teaching languages:	Catalan

### Teaching staff

Coordinator:	Pedro Monagas Asensio
Others:	Pedro Monagas Asensio

### Degree competences to which the subject contributes

#### Specific:

1. DES: Ability to design and project in different situations, effectively and efficiently with different agents involved in the process of design and industrial development.
2. DES: Knowledge of the types of design and products, and their presentation.
3. DES: Knowledge of design tools for their use in design projects and product redesign.
4. DES: Knowledge of the design methodology
5. DES: Capability for packaging design .

#### Transversal:

6. SELF-DIRECTED LEARNING - Level 3. Applying the knowledge gained in completing a task according to its relevance and importance. Deciding how to carry out a task, the amount of time to be devoted to it and the most suitable information sources.
7. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.
8. ENTREPRENEURSHIP AND INNOVATION - Level 3. Using knowledge and strategic skills to set up and manage projects. Applying systemic solutions to complex problems. Devising and managing innovation in organizations.
9. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 3. Taking social, economic and environmental factors into account in the application of solutions. Undertaking projects that tie in with human development and sustainability.
10. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

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### Teaching methodology

#### Theory

The slides will contribute to guide, strengthen and expand its content both exhibitions in the contact sessions as notes available to the student and recommended books.

The student will have their questionnaires available concerning the theoretical content of each of the topics, exercises and exams from previous years will serve not only for the study and assimilation of the contents, but also for exam preparation and practice.

#### Practice

the Action Plan will be developed in the classroom as well as case studies and exercises for reflection, concerning the theoretical contents, for the assimilation and application of such content.

The exercises will be available to the student sufficient time to be prepared at home and dedicate class time in their analysis and comments by students and teacher.

The bulk of the practices will be aimed in order to perform work on the launch of an industrial design included in a business plan are considered necessary for the preparation of the student regarding development on their part of practical classes mandatory group .

### Learning objectives of the subject

### Study load

Total learning time: 150h	Hours large group:	30h	20.00%
	Hours medium group:	0h	0.00%
	Hours small group:	30h	20.00%
	Guided activities:	0h	0.00%
	Self study:	90h	60.00%

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### Content

(ENG) Tema 1: Disseny Industrial	Learning time: 50h Theory classes: 20h Self study : 30h
(ENG) Tema 2: Màrqueting	Learning time: 50h Theory classes: 20h Self study : 30h
(ENG) Tema 3: Disseny i propietat Industrial /Intel·lectual	Learning time: 50h Theory classes: 20h Self study : 30h

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### Planning of activities

(ENG) PUZLE ANÀLISI DE CONTRACTES DE COOPERACIÓ INDUSTRIAL INTERNACIONAL	Hours: 2h Theory classes: 1h Self study: 1h
(ENG) PEL·LÍCULA ANÀLISI DE LES TRANSACCIONS INTERNACIONALS	Hours: 3h Theory classes: 3h
(ENG) CONTROVÈRSIA ESTRUCTURADA. FABRICAR EL QUE ES VEN O VENDRE EL QUE FABRIQUEM	Hours: 4h 30m Theory classes: 2h Self study: 2h 30m
(ENG) RÚBRICA TREBALL INDIVIDUAL	Hours: 20h Theory classes: 5h Practical classes: 15h
(ENG) TREBALL COL·LECTIU	Hours: 60h Theory classes: 10h Self study: 50h
(ENG) SORTIDA DOCENT VISTA A EMPRESA	Hours: 4h 30m Theory classes: 2h 30m Practical classes: 2h
(ENG) PROVA PARCIAL	Hours: 3h Theory classes: 3h
(ENG) EXAMEN FINAL	Hours: 3h Theory classes: 3h

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### Qualification system

Evaluation Final Note = Mid term Exam 20% + Final Exam 20% + 60% Nep

NF: Final Note

N1p: Note 1 partial (mid term Exam)

Nef: FINAL EXAM

Nep: Note practical exercises

Note exercises, is the arithmetic sum of the following works:

Individual work 15% + collective 30% + attendance 10% + 5% classroom practices

Note: 30% by collective practical exercises, it is calculated in verse to the following conditions:

25% by teacher assessment + 5% peer evaluation, assessment companions as specific instructions ATENEA Rubrics.

Note: 10% for class attendance, it is calculated in verse to the following conditions: 10 if attendance 100%, 8 if attendance 80%, 6 if attendance 60%, 4 if attendance 40%, 2 if attendance 20%, 0 if assistance <20%.

### Regulations for carrying out activities

Compliance is essential supplies 80% of all the work in the classroom, and 100% of individual and collective. The work group assignment for collective work are required.

Reevaluation and Resumption of the Course

Review of assessment tests

In accordance with the UPC examination claim regulations and in the calendar presented by the Professor at the end of each test.

Minimum requirements to qualify for reevaluation

In order to qualify for the reevaluation of this subject, it is essential to be enrolled in the subject and have obtained a final grade between 3.5 and 4.9. In addition, it is necessary to obtain a minimum of 4 out of 10 of the overall grade of the practical exercises with the weighting established in this teaching guide.

The final grade of the subject is calculated with these weights indicated, both in the ordinary test and in the reevaluation.

If passed in the ordinary test, since the student will not appear in the minutes as a suspense, it will not be possible to reevaluate. However, if someone wants to stand up for a reevaluation note, they should talk to the teachers in the regular test review. The reevaluation of any test requires the presentation on the day / time of the reevaluation test in the classroom indicated in the test calendar proposed by the teacher.

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### Bibliography

#### Basic:

Vigilar para innovar: experiencias prácticas empresariales [on line]. Bilbao: BAI, berrikuntza agentzia / agencia de innovación, [Consultation: 20/06/2014]. Available on: <<https://www.yumpu.com/es/document/view/17127858/vigilar-para-innovar/25>>.

Hippel, Eric von. The sources of innovation. New York: Oxford University Press, 1988. ISBN 9780195094220.

Bravo Bueno, David. Copia este libro [on line]. Málaga: Dmem, 2005 [Consultation: 22/10/2013]. Available on: <<http://www.worcel.com/archivos/6/David-Bravo-Copia-este-libro.pdf>>.

Torrent, Rosalía; Marín, Joan M. Historia del diseño industrial. Madrid: Cátedra, 2005. ISBN 8437622670.

García, M.; Cloquell, V.; Gómez, T. Metodología del diseño industrial. Valencia: Editorial de la UPV, 2001. ISBN 849705024X.

Orlov, P. Ingeniería de diseño. 2ª ed. Moscú: Mir, 1985.

Asensio, Oscar. Packagingdesign. Barcelona: Reditar, 2008.

#### Complementary:

López-Pinto, B.; Mas, M.; Viscarri, J. Los pilares del marketing [on line]. Barcelona: Edicions UPC, 2008 [Consultation: 10/07/2017]. Available on: <<http://hdl.handle.net/2099.3/36833>>. ISBN 9788483019498.

Kotler, Philip [et al.]. Dirección de marketing: edición del milenio. Madrid: Prentice Hall, 2000. ISBN 8483222086.

#### Others resources: