

Course guide

340074 - EXAR - Artistic Expression

Last modified: 19/05/2026

Unit in charge: Vilanova i la Geltrú School of Engineering
Teaching unit: 340 - EPSEVG - Vilanova i la Geltrú School of Engineering.

Degree: BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Compulsory subject).

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

LECTURER

Coordinating lecturer: RUBÉN DE CASTRO LOSADA

Others: Primer quadrimestre:
RUBÉN DE CASTRO LOSADA - D3011, D3012, D3021, D3022, D3111
RAFAEL GONZALES ALSINA - D3011, D3012, D3021, D3111

PRIOR SKILLS

Basic knowledge of graphic representation and computer media

TEACHING METHODOLOGY

- In theoretical-practical sessions, contents will be presented and bases of the subject, concepts, methods and results will be introduced, illustrating them with examples and suitable exercises to ease their understanding.

- Practical work sessions include:

- 1) Sessions in which the activities will consist of statements and guided processes to achieve a result.
- 2) Sessions in which the activities consist only of statements without specifying the process of obtaining the solution.
- 3) Control activities.

Students will have to study and practice to assimilate concepts and solve the proposed exercises.

- Laboratory practices will be face-to-face sessions with presentation of concepts, techniques and procedures, for the resolution of exercises and practical work with computer media in the CAD laboratory.
- The non-presential activity is oriented to the realization of exercises and assessable work done individually or in groups.

Other generic skills and qualities applicable to any activity within the university academic environment are also required, such as: respect, teamwork and the ability to synthesize.

For the normal development of the subject, in classroom it is not allowed:

- to enter or leave the classroom once sessions have started.
- use your cell phone.
- eating or drinking.
- using technological devices (such as computer, tablet, etc.) for purposes other than note-taking or the development of exercises of the subject, with the prior authorization of the professor.
- recording or photographing with any technological device.

LEARNING OBJECTIVES OF THE SUBJECT

- To familiarize students with the knowledge of image perception and the different elements and laws that make it up.
- To learn the qualities of each of the visual elements for their application, as well as to know the factors of the artistic culture from the analysis and the perception.
- To enhance skills, ingenuity and ability to analyze an industrial product and communicate it from the visual and graphic language.
- Visualization of shapes and three-dimensional space in the plane.
- Application of color, texture and light in artistic expression.

STUDY LOAD

Type	Hours	Percentage
Hours small group	30,0	20.00
Hours large group	30,0	20.00
Self study	90,0	60.00

Total learning time: 150 h

CONTENTS

1. CONCEPTS. COMPOSITION AND SHAPE ANALYSIS

Description:

- 1.1. Concepts in artistic expression.
- 1.2. Methods of representation and expression.
- 1.3. Shape and configuration.
- 1.4. Composition in Art.

Specific objectives:

To apply the acquired knowledge throughout the course, using different tools and the application of shape analysis, and the relationship with the objects. Use of color to contrast different volumes.

Full-or-part-time: 6h

Theory classes: 6h

2. VISUAL PERCEPTION. COLOUR, TEXTURE, MATERIAL AND LIGHT.

Description:

- 2.1. Concepts about perception.
- 2.2. Chromatic study. Color theory.
- 2.3. Representation of material and texture.
- 2.4. Study with light.
- 2.5. Product presentation and finish.

Specific objectives:

To apply the acquired knowledge throughout the course, using different tools and the application of shape analysis, and the relationship with the objects. Use of color to contrast different volumes.

Full-or-part-time: 8h

Theory classes: 8h

3. TOOLS FOR THE DEVELOPMENT OF ARTISTIC EXPRESSION

Description:

- 3.1. Introduction
- 3.2. Techniques in representation.
- 3.3. Manual techniques
- 3.4. Multimedia techniques and their application in artistic expression.

Specific objectives:

To apply the acquired knowledge throughout the course, using different tools and the application of shape analysis, and the relationship with the objects. Use of color to contrast different volumes.

Full-or-part-time: 6h

Theory classes: 6h

4. EXPRESSION AND REPRESENTATION. PERSPECTIVE.

Description:

- 4.1. Concepts. Introduction
- 4.2. Perspective as a means of artistic expression
- 4.3. Axonometry.
- 4.4. Perspective
- 4.5. Freehand perspective.

Specific objectives:

To apply the acquired knowledge throughout the course, using different tools and the application of shape analysis, and the relationship with the objects. Use of color to contrast different volumes.

Full-or-part-time: 10h

Theory classes: 10h

GRADING SYSTEM

A model of continuous assessment will be applied in order to be able to monitor the acquired knowledge, the group work and the individual work.

The assessment of the subject requires the student's attendance, necessary and highly recommended in theoretical-practical and laboratory sessions, and mandatory in mid-term exams and, if applicable, in the re-assessment exam.

The assessment of knowledge, skills and abilities acquisition corresponds to:

- Mid-term exam 125%
- Mid-term exam 225%
- Individual activities40%
- Non-presential activity.....10%

The assessment system, according to the current academic regulations for EPSEVG's Bachelor's and Master's studies, also includes re-assessment that, for this subject, corresponds to mid-term exams.

Students who aim for these re-assessment exams will only be eligible to take the exams corresponding to those that have obtained a score of less than 5 during the course.

As for the operation, monitoring and assessment system and grading of the subject, what is established in the digital campus (Atenea) will always prevail.

EXAMINATION RULES.

Attendance at all classroom sessions is required and recommended. Although this requirement has no evaluative consideration, it is a clear indicator of monitoring of the subject by the student.

It is necessary to participate actively in classroom and have a critical and active attitude for the improvement of artistic and creative processes, as well as for an adequate monitoring of the subject by the student.

Activities developed by the students will prioritize unequivocally the use of graphic language over others which, in any case, will be complementary and never substitute for the first.

The schedule and conditions of delivery of activities will be published on the digital campus (ATENEA). As a general rule, this digital campus will be the usual means of delivery. Alternatively, professors may establish other means of delivery, if the type of activity makes it advisable.

Additionally, if so indicated, CAD activities will be sent through the ATENEA application in the achieved state of development at the end of the class.

Handmade exercises will be carried out in sheets with specific format, as established in the corresponding statements available in ATENEA. They will be delivered through the ATENEA digital campus and materially, when indicated. Some activities will require the use of traditional drawing tools, i. e. ruler, square, triangle, etc.

BIBLIOGRAPHY

Basic:

- Munari, Bruno. Diseño y comunicación visual: contribución a una metodología didáctica [on line]. Barcelona: Gustavo Gili, 2016 [Consultation: 10/11/2022]. Available on: <https://elibro.net/es/lc/upcatalunya/titulos/45559>. ISBN 9788425228667.
- Dantzig, Cynthia Maris. Cómo dibujar: guía completa de sus técnicas e interpretaciones. Madrid: Blume, 2004. ISBN 8489840237.
- Moreno Guardiola, Jesús; Torres Buitrago, Rafael. Dibujo. Vol. 1 : percepción, forma, color y diseño. 2a ed. Alcalá de Guadaira: MAD, 2007. ISBN 9788466578875.
- Henry, Kevin. Dibujo para diseñadores de producto : de la idea al papel. Barcelona: Prompress, 2012. ISBN 9788492810512.
- Eissen, Koos; Steur, Roselien. Bocetaje : las bases. Amsterdam: BIS, 2013. ISBN 9789063693251.
- Bürdek, Bernhard E. Diseño : historia, teoría y práctica del diseño de producto [on line]. Getafe, Madrid: Experimenta, 2019 [Consultation: 28/04/2026]. Available on: <https://ebookcentral.proquest.com/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=31551866>. ISBN 9788494929632.
- Arnheim, Rudolf. Arte y percepción visual : psicología del ojo creador : nueva versión. 2a ed. Madrid: Alianza, 2002. ISBN 8420678740.
- El Gran libro de 3ds Max 2017 [on line]. Barcelona: Marcombo, 2017 [Consultation: 05/03/2024]. Available on: https://search.ebscohost.com/recursos.biblioteca.upc.edu/login.aspx?direct=true&AuthType=ip,uid&db=nlebk&AN=2749616&site=ehost-live&ebv=EB&ppid=pp_C. ISBN 9788426724250.
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- Julián Pérez, Fernando; Albarracín, Jesús. Dibujo para diseñadores industriales [on line]. Barcelona: Parramón, 2005 [Consultation: 14/12/2022]. Available on: <https://ebookcentral.proquest.com/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=30175568>. ISBN 9788434227989.
- Cebolla Cebolla, Castell; Santoro, Jaime. AutoCAD 2019 : curso práctico [on line]. Paracuellos del Jarama: Ra-Ma, 2019 [Consultation: 23/02/2024]. Available on: <https://elibro.net/es/lc/upcatalunya/titulos/127085>. ISBN 9788499648002.

RESOURCES

Other resources:

Notes provided by professors