 UNIVERSIDADE DA CORUÑA

Teaching Guide			
Identifying Data		2015/16	
Subject (*)	Expresión Artística	**Code**	771G01041
Study programme	Grao en Enxeñaría de Deseño Industrial e Desenvolvemento do Produto		
Descriptors			

Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	First	FB	6

Language	Spanish
Teaching method	Face-to-face
Prerequisites	
Department	ComposiciónRepresentación e Teoría Arquitectónica
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General description	This course has two objectives: 1) To provide students with the ability to suficente freehand drawing (sketch), understood as basic and necessary capacity for development in the professional environment of industrial design. 2) To ensure that students acquire the fundamental knowledge that allow them to face the analysis of the forms (in the industrial object) by drawing freehand. Alongside these objectives the student will take knowledge of industrial design through selected examples in which theoretical teaching and practice is based.		

Study programme competences	
Code	**Study programme competences**
A1	Aplicar o coñecemento das diferentes áreas involucradas no Plano Formativo.
A2	Capacidade de comprensión da dimensión social e histórica do Deseño Industrial, vehículo para a creatividade e a búsqueda de solucións novas e efectivas.
A3	Necesidade dunha aprendizaxe permanente e continua (Life-long learning), e especialmente orientada cara os avances e os novos produtos do mercado.
A4	Traballar de forma efectiva como individuo e como membro de equipos diversos e multidisciplinares.
A5	Identificar, formular e resolver problemas de enxeñaría.
A6	Formación amplia que posibilite a comprensión do impacto das solucións de enxeñaría nos contextos económico, medioambiental, social e global.
A7	Capacidade para deseño, redacción e dirección de proxectos, en todas as súas diversidades e fases.
A8	Capacidade de usar as técnicas, habilidades e ferramentas modernas para a práctica da enxeñaría.
A9	Capacidade para efectuar decisións técnicas tendo en conta as súas repercusións ou costes económicos, de contratación, de organización ou xestión de proxectos.
B2	Aplicar un pensamento crítico, lóxico e creativo para cuestionar a realidade, buscar e propoñer solucións innovadoras a nivel formal, funcional e técnico.
B3	Aprender a aprender. Capacidade para comprender e detectar as dinámicas e os mecanismos que estruturan a aparición e a dinámica de novas tendencias.
B4	Traballar de forma colaborativa. Coñecer as dinámicas de grupo e o traballo en equipo.
B5	Resolver problemas de forma efectiva.
B6	Traballar de forma autónoma con iniciativa.
B9	Comunicarse de maneira efectiva nun entorno de traballo.
B10	Capacidade de organización e planificación.

B11	Capacidade de análise e síntese.
C3	Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida.
C6	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C7	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C8	Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

Learning outcomes			
Learning outcomes	Study programme competences		
REPRESENTATION SYSTEMS: Understanding and knowledge representation systems and procedures relating to graphic ideation and visual expression in the different phases of design.	A4 A6 A7 A8	B2 B5 B6 B9 B10 B11	C3 C6 C7
ANALYSIS OF FORMS: understanding and knowledge of the laws of perspective, the theory of shadows and tonal assessment and ability to perform phenomenological and analytical study of the forms	A1 A4 A5 A7 A8	B2 B3 B5 B6 B9 B10 B11	C6
COLOR THEORY: Understanding and knowledge of the different color theories and their application to industrial design.	A1 A7 A8	B3 B5 B6 B9 B10	C6
GRAPHIC IDEATION: ability to conceive and represent the figure, the color, texture and brightness of objects and master proportion and techniques of freehand drawing and sketching as well as the presentation and finishing.	A1 A2 A3 A4 A7 A8 A9	B2 B3 B4 B5 B6 B9 B10 B11	C3 C7 C8

Contents	
Topic	Sub-topic
01. DRAWING AS LANGUAGE	1.1. Introduction to drawing.
	1.2. Drawing as language.
	1.3. Representation levels.
02. REPRESENTATION SYSTEMS AND ITS APPLICATION TO DESIGN	2.1. Projection and section: invariants and features.
	2.2. Representation systems.
	2.3. Classification systems and application to industrial design.
03. LINEAR PERSPECTIVE	3.1. Concepts of linear perspective.
	3.2. Representation of point, line and plane.
	3.3. Central and oblique perspective with visual rays.

04. FREEHAND DRAWING AND SKETCHING	4.1. Concepts of freehand drawing.
	4.2. Notions of lace and proportion.
	4.3. Sketching techniques. Drawing from life.
05. ANALYSIS OF FORMS AND VOLUMES	5.1. Mass and volume.
	5.2. Study of the elementary volume.
	5.3. Study of complex shapes. Related volumes.
06. SHADOWS ON THE GRAPHIC REPRESENTATION	6.1. Shades of points and lines.
	6.2. Own and thrown shadow.
	6.3. Dimensional composition.
07. GRADUATION AND TONAL ASSESSMENT	7.1. General.
	7.2. Graduation apparent clarity and tonal rating.
	7.3. Isophotes lines. Points lines and bright.
08. THEORY OF COLOR AND CLASSIFICATION SYSTEM	8.1. Color Theory.
	8.2. Color interaction.
	8.3. Color Psychology applied to design.
09. DRAWING AS A TOOL	9.1 Art and graphical representation.
	9.2 Development of graphic idea.
	9.3 The final design presentation.
10. COMPOSITION AND CONTEXT	10.1 Composition and support.
	10.2 Incorporation of the human figure.
	10.3 Adding text.

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Introductory activities	A6 B2 B3 B6 B9 C3 C6 C7	2	0	2
Guest lecture / keynote speech	A4 A6 A7 A8 B2 B5 B6 B9 B10 B11 C3 C6 C7	10	0	10
Workshop	A1 A2 A4 A5 A7 A8 B2 B3 B4 B5 B6 B10 C3 C7 C8	21	60.9	81.9
Supervised projects	A1 A2 A3 A4 A9 B2 B3 B4 B5 B6 B10 B11 C3 C7 C8	3	47.1	50.1
Objective test	A4 A7 A8 B2 B5 B6 B9 B10 B11	5	0	5
Personalized attention		1	0	1
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Introductory activities	These activities are carried out before starting the process of teaching and learning in order to learn the skills, reasons and interests of the students for the achievement of the objectives related to the subject. It seeks to obtain relevant information to articulate teaching to promote effective and meaningful learning, stemming from the prior knowledge of students.
Guest lecture / keynote speech	In the keynote sessions are exposed the theoretical content of the course and the fundamental practical developments basing on use of the word and leaning mainly on image, digital presentations and drawings on the board, as the main routes of transmission of information.

Workshop	The weekly workshops are intended to put into practice the knowledge acquired, through a series of exercises given by the teacher and his ongoing support and supervision during class time.
Supervised projects	The supervised projects is a methodology designed to promote independent learning of students outside the classroom, under the guidance of the teacher. Throughout the semester a set of generic statements will be proposed to the student, to develop on their own and submit at the end of the course. Weekly tutorial schedule will voluntarily monitor these works.
Objective test	Used as a single test for the final evaluation of learning, allowing assess the capacity and skills acquired throughout the course.

Personalized attention	
Methodologies	**Description**
Workshop Supervised projects	The schedule tutoring, teacher, individually or in small groups, address the needs of students and inquiries related to the development and / or topics related to the subject, providing guidance, support and motivation in the learning process. It can also be made on line for specific queries through e-mail or virtual campus.

Assessment			
Methodologies	**Competencies**	**Description**	**Qualification**
Objective test	A4 A7 A8 B2 B5 B6 B9 B10 B11	The objective test serves to evaluate the final maturation of the student at the end of the course.	50
Workshop	A1 A2 A4 A5 A7 A8 B2 B3 B4 B5 B6 B10 C3 C7 C8	Assessment practices and work in the classroom and/or completed outside. This work should give an idea of ??the maturity of the student in the course. It is necessary to perform in a timely manner, at least 80% of the proposed work to be evaluated. These works will not be returned to the student.	25
Supervised projects	A1 A2 A3 A4 A9 B2 B3 B4 B5 B6 B10 B11 C3 C7 C8	It is a fundamental part of the assessment with the work done in the workshop. Its development with the minimum quality required is essential for consideration.	25

Assessment comments
Presentiality (attendance) is essential for both the experimental practices and workshop activities to lectures. Less than 80% attendance may jeopardize the positive assessment in the subject. If the subject is not overcome at the first opportunity, the student must provide new supervised projects to qualify for the second one.

Sources of information

Basic	- MARTIN, J. (1994). Aprender a abocetar. Barcelona: Naturart
	- EDWARDS, B. (2000). Aprender a dibujar con el lado derecho del cerebro. Barcelona: Blume
	- JULIÁN, F.; ALBARRACÍN, J. (2005). Dibujo para diseñadores industriales. Barcelona: Parramón
	- CHING, F. D.K. (1990). Drawing, a creative process. Nueva York: Wiley
	- LAMBERT, S. (1996). El dibujo técnica y utilidad. Barcelona: Blume
	- BÄRTCSHI, W. A. (1980). El estudio de las sombras en perspectiva. Barcelona: Gustavo Gili
	- KÜPPERS, H. (1995). Fundamentos de la teoría de los colores. Barcelona: Gustavo Gili
	- ALBERS, J. (1979). La interacción del color. Madrid: Alianza
	- PORTER, T.; GOODMAN, S. (1990). Manual de técnicas gráficas para arquitectos, diseñadores gráficos y artistas. Barcelona: Gustavo Gili
	- LAWSON, P. J. (1980). Perspectiva para dibujantes. Barcelona: Gustavo Gili
	- MAIER, M. (1982). Procesos elementales de proyectación y configuración. Barcelona: Gustavo Gili
	- HANKS, K.; BELLISTON, L. (1990). Rapid Viz. A new method for the rapid visualization of ideas. Ontario: Crisp Learning
	- DE GRANDIS, L. (1985). Teoría y uso del color. Madrid: Cátedra
	- NICOLAIDES, K. (1990). The natural way to draw. Boston: Mariner Books
	- WRIGHT, L. (1985). Tratado de perspectiva. Barcelona: Stylos
	- FERRER, R. (2014). Dibujo para diseñadores de muebles. Barcelona: Parramón
	- CABEZAS, L. (2011). Dibujo y construcción de la realidad. Madrid: Cátedra
	- HENRY, K. (2012). Dibujo para diseñadores de producto. Barcelona: Promopress
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Deseño Básico/771G01021
Historia da Arte e do Deseño/771G01038
Subjects that are recommended to be taken simultaneously
Expresión Gráfica/771G01015
Subjects that continue the syllabus
Técnicas da Expresión Artística Aplicada/771G01042
Other comments
Students participating in mobility programs both outgoing and incoming will adapt to the same standards as other students.