



## Teaching Guide

| Identifying Data    |   |        |  |         | 2023/24 |
|---------------------|---|--------|--|---------|---------|
| Subject (*)         | Artistic Expression   | 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  | Basic training                                 | 6       |         |
| Language            | Spanish   |        |  |         |         |
| Teaching method     | Face-to-face  |        |  |         |         |
| Prerequisites       |   |        |  |         |         |
| Department          | Didácticas Específicas e Métodos de Investigación e Diagnóstico en Educación Expresión Gráfica Arquitectónica Proxectos Arquitectónicos, Urbanismo e Composición  |        |  |         |         |
| Coordinador         | López Salas, Estefanía  | E-mail | estefania.lsalas@udc.es                        |         |         |
| Lecturers           | Fraga Lopez, Francisco Javier<br>López Salas, Estefanía   | E-mail | javier.fraga@udc.es<br>estefania.lsalas@udc.es |         |         |
| Web                 | artistica.udc.es  |        |  |         |         |
| General description | <p>This course has two objectives:</p> <p>1) To provide students with the ability to sufficient freehand drawing (sketch), understood as basic and necessary capacity for development in the professional environment of industrial design.</p> <p>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.</p> <p>Alongside these objectives the student will take knowledge of industrial design through selected examples in which theoretical teaching and practice is based.</p> |        |  |         |         |

## 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 ampla 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 custos 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.  |



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| B10 | Capacidade de organización e planificación.  |
| B11 | Capacidade de análise e síntese.   |
| C3  | Using ICT in working contexts and lifelong learning.   |
| C6  | Acquiring skills for healthy lifestyles, and healthy habits and routines.  |
| C7  | Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development. |
| C8  | Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.   |

| 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<br>A6<br>A7<br>A8                   | B2<br>B5<br>B6<br>B9<br>B10<br>B11             | C3<br>C6<br>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<br>A4<br>A5<br>A7<br>A8             | B2<br>B3<br>B5<br>B6<br>B9<br>B10<br>B11       | C6             |
| COLOR THEORY: Understanding and knowledge of the different color theories and their application to industrial design.  | A1<br>A7<br>A8                         | B3<br>B5<br>B6<br>B9<br>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<br>A2<br>A3<br>A4<br>A7<br>A8<br>A9 | B2<br>B3<br>B4<br>B5<br>B6<br>B9<br>B10<br>B11 | C3<br>C7<br>C8 |

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



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| 04. FREEHAND DRAWING AND SKETCHING            | 4.1. Concepts of freehand drawing.<br>4.2. Notions of lace and proportion.<br>4.3. Sketching techniques. Drawing from life. |
| 05. ANALYSIS OF FORMS AND VOLUMES             | 5.1. Mass and volume.<br>5.2. Study of the elementary volume.<br>5.3. Study of complex shapes. Related volumes.             |
| 06. SHADOWS ON THE GRAPHIC REPRESENTATION     | 6.1. Shades of points and lines.<br>6.2. Own and thrown shadow.<br>6.3. Dimensional composition.                            |
| 07. GRADUATION AND TONAL ASSESSMENT           | 7.1. General.<br>7.2. Graduation apparent clarity and tonal rating.<br>7.3. Isophotes lines. Points lines and bright.       |
| 08. THEORY OF COLOR AND CLASSIFICATION SYSTEM | 8.1. Color Theory.<br>8.2. Color interaction.<br>8.3. Color Psychology applied to design.                                   |
| 09. DRAWING AS A TOOL                         | 9.1 Art and graphical representation.<br>9.2 Development of graphic idea.<br>9.3 The final design presentation.             |
| 10. COMPOSITION AND CONTEXT                   | 10.1 Composition and support.<br>10.2 Incorporation of the human figure.<br>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<br>C6 C7                           | 2                    | 0                             | 2           |
| Guest lecture / keynote speech | A4 A6 A7 A8 B2 B5<br>B6 B9 B10 B11 C3<br>C6 C7       | 12                   | 0                             | 12          |
| Workshop                       | A1 A2 A4 A5 A7 A8<br>B2 B3 B4 B5 B6 B10<br>C3 C7 C8  | 21                   | 60.9                          | 81.9        |
| Supervised projects            | A1 A2 A3 A4 A9 B2<br>B3 B4 B5 B6 B10 B11<br>C3 C7 C8 | 3                    | 47.1                          | 50.1        |
| Objective test                 | A4 A7 A8 B2 B5 B6<br>B9 B10 B11                      | 2                    | 0                             | 2           |
| Personalized attention         |  | 2                    | 0                             | 2           |

(\*)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.   |



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| 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<br>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<br>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<br>B2 B3 B4 B5 B6 B10<br>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 the proposed work to be evaluated. These works will not be returned to the student. | 25            |
| Supervised projects | A1 A2 A3 A4 A9 B2<br>B3 B4 B5 B6 B10 B11<br>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. These works will not be returned to the student.  | 25            |

### Assessment comments

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| <p>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. Less than 80% attendance could affect the grading, with the exception of those students with full-time dedication, part-time dedication and those with an academic exemption for attendance.</p> <p>Students who attend the practical test (exam) and also hand in the workshop exercises and supervised project in due time, but do not pass the subject after the application of the grading criteria, will be recorded with the final mark that results from the application of the grading criteria.</p> <p>Students who take the practical test (exam), but do not hand in the workshop exercises and supervised project in due time, will be recorded as No Show in the academic certificate.</p> <p>Students who do not take the practical test (exam) will be recorded as No Show in the academic certificate. Workshop exercises, supervised projects and the final practical exam (test) will only be valid for the present academic year (first or second chance, respectively), but they must be repeated in the following academic years in case the student does not pass the course.</p> <p>Same criteria and requirements will be applied to first and second calls. Same criteria and requirements will be applied to students with full-time dedication, part-time dedication and those with an academic exemption for attendance.</p> <p>Students that aim to take the Advance call must fulfil the same grading criteria.</p> <p>Fraudulent behavior in any of the methodologies subject to assessment will result in the grade of "Fail (0)" in the final assessment.</p> |
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### Sources of information



|                             |  |
|-----------------------------|--|
| <p><b>Basic</b></p>         | <ul style="list-style-type: none"> <li>- ALBERS, J. (1979). La interacción del color. Madrid: Alianza</li> <li>- BÄRTCSHI, W. A. (1980). El estudio de las sombras en perspectiva. Barcelona: Gustavo Gili</li> <li>- CABEZAS, L. (2011). Dibujo y construcción de la realidad. Madrid: Cátedra</li> <li>- CHING, F. D.K. (1990). Drawing, a creative process. Nueva York: Wiley</li> <li>- DE GRANDIS, L. (1985). Teoría y uso del color. Madrid: Cátedra</li> <li>- EDWARDS, B. (2000). Aprender a dibujar con el lado derecho del cerebro. Barcelona: Blume</li> <li>- FERRER, R. (2014). Dibujo para diseñadores de muebles. Barcelona: Parramón</li> <li>- HANKS, K.; BELLISTON, L. (1990). Rapid Viz. A new method for the rapid visualization of ideas. Ontario: Crisp Learning</li> <li>- HENRY, K. (2012). Dibujo para diseñadores de producto. Barcelona: Promopress</li> <li>- JULIÁN, F.; ALBARRACÍN, J. (2005). Dibujo para diseñadores industriales. Barcelona: Parramón</li> <li>- KÜPPERS, H. (1995). Fundamentos de la teoría de los colores. Barcelona: Gustavo Gili</li> <li>- LAMBERT, S. (1996). El dibujo técnica y utilidad. Barcelona: Blume</li> <li>- LAWSON, P. J. (1980). Perspectiva para dibujantes. Barcelona: Gustavo Gili</li> <li>- MAIER, M. (1982). Procesos elementales de proyectación y configuración. Barcelona: Gustavo Gili</li> <li>- MARTIN, J. (1994). Aprender a abocetar. Barcelona: Naturart</li> <li>- NICOLAIDES, K. (1990). The natural way to draw. Boston: Mariner Books</li> <li>- PORTER, T.; GOODMAN, S. (1990). Manual de técnicas gráficas para arquitectos, diseñadores gráficos y artistas. Barcelona: Gustavo Gili</li> <li>- WRIGHT, L. (1985). Tratado de perspectiva. Barcelona: Stylos</li> </ul> |
| <p><b>Complementary</b></p> |  |

**Recommendations**

**Subjects that it is recommended to have taken before**

Basic Design/771G01021

History of Art and Design/771G01038

**Subjects that are recommended to be taken simultaneously**

Graphic Expression/771G01015

**Subjects that continue the syllabus**

Applied Artistic Expression Techniques/771G01042

**Other comments**

Students participating in mobility programs both outgoing and incoming will adapt to the same standards as other students.

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.