



Universitat de Lleida

DEGREE CURRICULUM

ARTS AND CRAFTS

Coordination: LEGA LLADOS, FERRAN

Academic year 2020-21

Subject's general information

Subject name	ARTS AND CRAFTS			
Code	102180			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Design and Creative Technologies	2	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRALAB	TEORIA	
	Number of credits	3	3	
	Number of groups	2	1	
Coordination	LEGA LLADOS, FERRAN			
Department	COMPUTER SCIENCE AND INDUSTRIAL ENGINEERING			
Teaching load distribution between lectures and independent student work	60h. teaching classes. 120h. Personal work			
Important information on data processing	Consult this link for more information.			
Language	Catalan Spanish			
Distribution of credits	3 theoretical credits 3 practical credits			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
LEGA LLADOS, FERRAN	ferran.lega@udl.cat	9	

Learning objectives

Objectives:

- Conceptualize design and its historical role.
- Know the stages of development of a creative project.
- Develop creative skills to design innovative logos, fonts and visuals.
- Work and know the specific design software.
- Contextualize the organization of a digital creation company.
- Model objects.

Competences

Basic Competences (CB)

That students demonstrate, possess and understand knowledge of their area of study that starts at the base of general secondary education, and is usually at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge from at the forefront of their field of study.

Specific Competences (CE)

Ability to respond to contexts typical of digital environments recognizing physical, cognitive, cultural and social factors that frame design decisions.

Apply the concepts and methods of digital technologies.

Make use of digital tools and media in your professional development.

Specific Competences (CE)

Acquire aesthetic and artistic sensitivity to make decisions during the creative process, demonstrating skill with the specific techniques and procedures of digital art.

Ability to generate new ideas in the field of digital design from the artistic models of the different movements throughout art history, such as the Bauhaus, fostering the implementation of their creative skills and the power of anticipation and innovation.

Transversal Competences (CT)

Acquire essential notions of scientific thought.

Strategic Competences of the University (CEU)

Correct oral and written expression.

ICT domain.

Knowledge and command of Anglès as a foreign language.

Subject contents

Contents:

- 1- What is design?
- 2- The logo and color theory.
- 3- The briefing.
- 4- The creative process in design.
- 5- From crafts to industrial creation.
- 6- The typography and its evolution.
- 8- Design history. The Bahuaus.
- 9- Contemporaneity and design.
- 10- Postmodern design.
- 11- Structure of a design company.

Methodology

The teaching and learning methodology is linked to the following organizational modalities:

- The course is organized into classes where the technical contents of the subject are exposed. In these sessions the bases and the methods that are applied in the creation processes in the field of design are disclosed. In addition, there will be practices to evaluate the work and the autonomy of the students.
 - Theoretical exposition of the teaching staff through audiovisual support and work proposals according to the thematic blocks to be developed.
- * Design case study.
- Debates and reflections around the analytical observation of design.
 - * Visit of professionals in the sector.
 - Design in the digital field.
 - Personal brand design.

Development plan

DATE	WEEK	DESCRIPTION	ACTIVITIES
23-24-25 September	1	What are applied arts and design?	<p>1st session - (2h). WHOLE GROUP Presentation of the subject and materials. What is design?</p> <p>2nd session. (2h). PRACTICES G1. Presentation of different design softwares and start of the practical work.</p> <p>2nd session. (2h). PRACTICES G2 Presentation of different design softwares and start of the practical work.</p>
30 September 1-2 October	2	The Logo and the theory of color.	<p>1st session - (2h). WHOLE GROUP What is the logo?</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2 work practices.</p>
7-8-9 October	3	The Logo and the theory of color.	<p>1st session - (2h). WHOLE GROUP What is the logo?</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2 work practices.</p>
14-15-16 October	4	The Briefing.	<p>1st session - (2h). WHOLE GROUP The briefing</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>
21-22-23 October	5	The creative process in design.	<p>1st session - (2h). WHOLE GROUP The creative process in design.</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>
28-29-30 October	6	From crafts to the industrial process.	<p>1st session - (2h). WHOLE GROUP From crafts to the industrial process.</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>

4-5-6 November	7	Typography	<p>1st session - (2h). WHOLE GROUP Typography</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>
11-12-13 November	8	Typography	<p>1st session - (2h). WHOLE GROUP Typography</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>
16-20 November	9	PARTIAL EXAM	
25-26-27 November	10	The history of design. The Bauhaus.	<p>1st session - (2h). WHOLE GROUP The history of design.</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>
2-3-4 December	11	The design company.	<p>1st session - (2h). WHOLE GROUP sector professionals visit</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>
9-10-11 December	12	Types of design. Nordic, American, Industrial, European.	<p>1st session - (2h). WHOLE GROUP Types of design</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>
16-17-18 December	13	Design and contemporary.	<p>1st session - (2h). WHOLE GROUP Design and contemporary.</p> <p>2nd session. (2h). PRACTICES G1. work practices.</p> <p>2nd session. (2h). PRACTICES G2. work practices.</p>

7-8 January	14	Influences between art and design.	2nd session. (2h). PRACTICES G1. work practices. 2nd session. (2h). PRACTICES G2. work practices.
13-14-15 January	15	Postmodern Design.	1st session - (2h). WHOLE GROUP Visit the Design Museum Of Barcelona. 2nd session. (2h). PRACTICES G1. work practices. 2nd session. (2h). PRACTICES G2. work practices.
18-29 January	16	FINAL EXAMS	
1-5 February	17	TUTORSHIP	
8-12 February	18	RECOVERY EXAM	

Evaluation

Acr.	Evaluation activities.	Ponderation.	Minimum Note	In Group	Obligatory.	Recoverable
P1	First Parcial Exam.	15%	NOT	NOT	YES	NOT
PRA 1	First Practice.	30%	NOT	NOT	YES	YES
P2Seconf	Final Exam	15%	NOT	NOT	YES	NOT
PRA 2.	Second Practice.	30%	NOT	NOT	YES	YES

Forum 10% note. Participation in the forum will be awarded according to the quality and quantity of entries up to 1 point on the final grade.

FINAL NOTE = maxium (15% P1 + 15% P2, = 30%) + 30% PRA1 + 30% PRA2 + 10% Forum.
To pass the subject the FINAL_NOTE must be equal or greater than 5.

If the student dont pass the course, they can do a recovery exam. In this case the final Note will be:
Recovery_note: Recovery examn note. FINAL_NOTEL = 70% N_REC + 30% PRA

Bibliography

Campi, I. (1994). Iniciació a la història del disseny industrial. Barcelona: Edicions 62.

Campi, I. (2020). Què és el disseny? Barcelona: Gsutavo Gily.

Montesinos, J.L. i Mas, Montse. (2001). Manual de tipografia. Del plomo a la era digital. Barcelona: Campgrafic editors.

Newark, Q. (2002). Què es el diseó gràfico? Barcelona: Gustavo Gily.

Cheng, K. (1999). Diseñar una tipografia. Barcelona: Gustavo Gily.

Lupton, E. i Abott, J. (2004). El a,b,c de la Bahuaus. Barcelona: Gustavo Gily.