

INDIVIDUAL UNIT COURSE

2017-2018

1. Individual course unit basic information

Degree: Títol Superior de Disseny
Level: Títol Superior d'Ensenyaments Artístics
Course/code: OP56EN-WINDOW DRESSING

Speciality	Year of study	Period	Type of course	ECTS credits
All	Third-Fourth	Second	Non Compulsory	6 (3.3 presence)

Department: Projectes i teoria del disseny

Lenguage: English

Horari: Monday and Wednesday from 8:00 to 9:50

Website of the subject: -

Name of lecturer:

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Department Head

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2. Context of the course unit into course catalogue

2.1. Matter to which the subject belongs

Interdisciplinary projects.

2.2. Career profile:

Designer generated design ideas, communicate them, explores and evaluates them, and produces detailed drawings. This subject is thought for interior students, but not only for them. It is interesting that students can see some topic related to window dressing: composition, color, story...

3. Requirements

3.1. Prerequisites

There are not prerequisites.

3.2. Co-requisites

It is recommended having acquired the skills of the subject "Fonaments del disseny" and having passed the subject. It is recommended that students are studying the Third and Fourth course of the studies.

4. Skills

4.1. Transversal/Professional competences (CT) *(choose and click specific competences for individual course unit)*

- CT01 To manage and plan the student's work in an efficient and motivating way.
- CT02 To collect relevant information, analyse it, synthesize it and manage it properly.
- CT03 To solve problems and take decisions that meets the objectives of the work being performed.
- CT04 To use Information and Communications Technology property.
- CT05 To understand and use, at least, a foreign Language (English) in the student's professional field.
- CT06 To self-criticise professional and personal development.
- CT07 To use communication skills and constructive criticism on teamwork.
- CT08 To develop critical ideas and arguments in a reasoned way.
- CT09 To join multidisciplinary teams in different cultural contexts.
- CT10 To lead and manage teamwork.
- CT11 To develop a work ethics based on professional judgment, aesthetic and environmental sensibility, and toward diversity.
- CT12 To adapt, in order to compete effectively, the cultural, social and artistic advances that occur in the professional field, and select the appropriate channels for continuous learning.
- CT13 To find excellence and quality in their own work.
- CT14 To master research methodology by generating feasible projects, ideas and solutions.
- CT15 To work in an autonomous way, and appreciate the importance of self-initiative and entrepreneurship spirit in their careers.
- CT16 To use all resources available with responsibility to the cultural and environmental heritage.
- CT17 To contribute with their professional activity in social awareness of the importance of cultural heritage, its incidence in different areas, and its ability to generate significant values.

4.2. Generic competences of the degree (CG) *(choose and click specific competences for individual course unit)*

- CG01 To conceive, plan and develop design projects according to technical, functional, aesthetic and communicative requirements and constraints.
- CG02 To master the language and the expressive resources of representation and communication.
- CG03 To make links between the formal language, the symbolic language and the specific functionality of design.
- CG04 To have a scientific view on the perception and behaviour of form, matter, space, movement and colour.
- CG05 To act as mediators between technology and art, ideas and aims, culture and trade.
- CG06 To promote awareness of the historical, ethical, social and cultural aspects of the design
- CG07 To organize, direct and / or coordinate work teams and to be able to adapt to multidisciplinary teams.
- CG08 To consider strategies for research and innovation in order to solve expectations focus on functions, needs and matters.
- CG09 To research on intangible and symbolic aspects affecting quality
- CG10 To be able to adapt to technological changes and industrial evolution.
- CG11 To be able to communicate the student's ideas and projects to clients, and be able to argue in a critical way, and value purposes through dialogue.
- CG12 To deep into the history and tradition of arts and design.
- CG13 To understand the economic, social and cultural environment in which design takes place.
- CG14 To recognize the worth of dimension of the design as a factor of equality and social inclusion, and as a transmitter of cultural values.
- CG15 To know processes and materials, and to coordinate designer intervention with other professionals' interventions, as sequences and degrees of compatibility.
- CG16 To be able to find out environmentally sustainable solutions.
- CG17 To be able to plan, evaluate and develop learning strategies in order to obtain personal and professional outcomes.
- CG18 To optimize the use of resources to achieve the objectives proposed.
- CG19 To have a critical capacity, and be able to plan researching strategies.
- CG20 To Understand the behaviour of the elements involved in the communication process, to master communication technology resources, and to recognize the worth of their influence on the design processes and on products of design.
- CG21 To be able to use researching methodology.
- CG22 To analyze, evaluate and verify the feasibility of productive projects, from formal criteria of innovation, business management and market demands.

4.3. Specific competences of the design-area related (CE)

There are students of all the specialities, but the recommendation is that it is better students of interior design.
In general terms, the students will acquire:

- COMPETENCE FOR EXPRESSION OF DESIGN AND COMMUNICATION
- ANALYSIS AND CRITICAL EVALUATION OF DESIGN COMPETENCE
- DESIGN COMPETENCE
- EXECUTION COMPETENCE

5. Learning outcomes of the course

A.- DESCRIPTIVE COMPETENCE

- A.1 Expressing in graphic, oral and written language.
- A.2 Using representation systems, with technical and artistic sense.
- A.3 Expressing technically and artistically
- A.4 Using tools, graphic techniques, photography and software commonly used in design.

B.- - INTERPRETIVE AND CRITICAL COMPETENCE

- B.1 Analyze and evaluate the design as a result of the integration of a complex system of relations: formal, functional, ergonomic, physiological, historical, sociological, psychological, economic, technological...
- B.2 interpreting critically the cultural and social meaning of design, supporting in science and technology.
- B.3 Interpreting critically the basic objects of design: space, objects, images, installations, movies...
- B.4 Interpreting critically the design as a social fact.

C. CREATIVE COMPETENCE:

- C.1 Mastering the methodological process. Being able to analyze.
- C.2 Synthesize and develop designs.
- C.3 Formalize its own proposals.

D. EXECUTION COMPETENCE

- D.1 Designing projects, considering the implications of industrial processes elementary and objective characteristics of the materials involved.
- D.2 Making models and prototypes.

6. Course contents *(distributed in learning units)*

Definition and realization of interdisciplinary projects, according to the factors of use, expressive, ergonomic, aesthetic, technical, technological, productive, social, economic, cultural.
Use of strategies and decision criteria, innovation and quality.
Applying the techniques of representation and presentation for the complete definition and communication of the project.
Viability analysis.
Digital technology for presentation and communication of project.
Processes and techniques for modeling and prototyping.
Research Methods in Design. Development of interdisciplinary projects.

7. Learning methodology

7.1. General methodological lines

Lectures group to discuss the contents of each of the projects to be carried out and then individual and group tutorials for monitoring the project, finalizing an oral presentation of the work in addition to the delivery of the project.

Realization of a project:
Design a shop window and the interior of a shop.

7.2 Proposed activities

Activities in class			70 hours
What	Type	Assessment criteria	
<i>Theoretical class</i>	<i>Class group</i>	<i>Explanation made by teacher about the topic</i>	<i>32 hours</i>
<i>Practice class</i>	<i>Individual</i>	<i>Review the project made by students</i>	<i>32 hours</i>
<i>Assessment</i>	<i>Individual</i>	<i>Oral explanation of the project</i>	<i>3 hours</i>
<i>Assessment</i>	<i>Individual</i>	<i>Exam</i>	<i>3 hours</i>
Non-Presential work activities			80 hours
What	Type	Assessment criteria	
<i>Resolution individual tasks</i>	<i>Individual</i>	<i>Looking for information and analyze.</i>	<i>10 hours</i>
<i>Resolution individual tasks</i>	<i>Individual</i>	<i>To develop the project by students</i>	<i>60 hours</i>
<i>Resolution individual tasks</i>	<i>Individual</i>	<i>Reading documentation</i>	<i>10 hours</i>

7.3 Facilities and material required

Classroom with tables, computer and projector.

7.4 Cross-cultural activities

Possibility of working with different specialties

7.5 Additional activities

Organization of exhibitions to present finished works and visits to shops, workshops and exhibitions.

8. Assessment student's learning

8.1. Department assessment criteria

There are not department assessment.

8.2. Assessment criteria

- 1.- The student attends regularly to all class activities, tuition hours, seminars, and other programmed activities.
- 2.- The student participates regularly to all class activities, tuition hours, seminars, and other programmed activities.
- 3.- The student participates in class activities in a critical way, and argues his/her point of view.
- 4.- The student shows interest with the subject.
- 5.- The student knows and understands the main concepts of the subject.
- 6.- The student shows and uses in a correct way the main concepts of the subject in the programmed tasks.
- 7.- The student knows and uses in a correct way the specific terminology of the subject.
- 8.- The student shows a capacity of synthesis and a critical attitude in the programmed tasks.
- 9.- The student plans in a correct way his/her time according to programmed tasks.
- 10.- The student shows capacity to express concepts or reflections in a proper way.
- 11.- The student fulfils the proposed working methodology (guidelines, deadlines, etc.)
- 12.- The student hands in all tasks in a proper way.

The student solves all tasks in a proper way.

The evaluation of the project will be defined in the exercise.

- In case that the students pass the subject by continuous evaluation: The weight on the final note of the exercises represents 80% of the final mark, the oral tasks a 10% and please note represents 10% of the final mark.

The students must please attend to 70% of the classes to be eligible to pass to course with the method of continuous evaluation.

Students who do not pass the subject by continuous evaluation will be a theoretical exam, and also deliver the exercises proposed during the course

8.3. Assessment ways

There are two itineraries, one of them for students that go classe habitually (70% or more) and another one for the rest of students.

What	Type (*)	Assessment criteria	Qualification criteria	
			Itinerary A	Itinerary B
<i>Classroom attendance and attitude</i>	NR	CA1 - CA4	10%	---
<i>Oral tasks</i>	NR	CA7, CA8	10%	---
<i>Projects</i>	R	CA5, CA6, CA9, CA10, CA11, CA12	80%	75%
<i>Final exam</i>	R	CA5, CA6, CA9, CA10, CA11, CA12	---	25%
Total			100 %	100 %

9. Books and other resources

9.1. Required books:

- ESCAPARATISMO, IDEAS PRACTICAS; UNIQUE WINDOW DISPLAY VV.AA. , REDITAR, 2009. ISBN 9788496449800
- ESCAPARATISMO COMERCIAL VV.AA. , VERTICE, 2011 ISBN 9788499313603
- ENCICLOPEDIA DEL ESCAPARATISMO, Ed. Atrium.
- ESCAPARATISMO CREATIVO. BENSON LAM , Editorial: S.A. LEADING INTERNATIONAL KEY SERVICES BARCELONA, 2009 ISBN 9788496969636

9.2. Recommended reading:

- TECNICAS DE DISEÑO DE ESCAPARATES: GUIA PRACTICA DE METODOS, MATERIALES Y PROCEDIMIENTOS (2ª ED) CARMEN CABEZAS FONTANILLA; ANA ISABEL BASTOS BOUBETA , IDEASPROPIAS EDITORIAL,2006 ISBN 9788498391473
- ESCAPARATISMO E IMAGEN COMERCIAL EXTERIOR. Víctor Valencia López ESIC Editorial, 2000
- DISEÑO DE ESCAPARATES. Editorial Vértice, Vértice, 2008
- MONTEJE DE ESCAPARATES. Rocío Lava Oliva Editorial Vértice, 2010
- THIS IS A VISUAL MERCHANDISING! IJB EDICIONES, 2008
- SHOP AMERICA (TASCHEN SALE) JIM HEIMANN , TASCHEN BENEDIKT, 2007 ISBN 9783822842706
- ESCAPARATISMO Y ESPACIOS COMERCIALES VV.AA. , MAD, 2010 ISBN 9788467647921

9.3. Other resources:

- Attendance at trade fairs, exhibitions and cultural events, visits to shops.
- Magazines, digital platforms, and publications específiques.
- Resources online through the website of the course: Consultation documents, videos, documentaries or websites.