

Credits: 6 ECTS  
Language: English  
Contact Hours: 45 Hours

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## COURSE DESCRIPTION

Through demonstrations, workshops and studio sessions, this course will exercise students' creativity and knowledge regarding both traditional and contemporary, innovative ways of creating and doing. As creative minds and human beings in a constant learning process, we must understand the importance of context and the interactions between the artist/designer and the surrounding world.

This course emphasizes collective creation, building teams and bringing students out of their comfort zones. This course will guide students through research and project exercises, culminating in the creation of an ephemeral installation within the public space of Barcelona. Visiting and re-visiting the city will help students reach an immersive understanding driven by analysis, data visualization, sketches and presentations. Students will select the most interesting ideas and make them happen.

## MODULES

- Advanced Principles in Design
- Compositional criteria: from shape to structure
- Storytelling & Data Visualisation

## LEARNING OBJECTIVES/OUTCOMES

- At the end of the course, the student will be able to:
- Demonstrate understanding of the foundations of a project (form, shape, texture, color, semantics, etc.)
  - Analyze morphology and semantic meanings.
  - Apply fantasy and imagination to a design project, encouraging divergent thinking.
  - Practice collective creativity models away from existing preconceptions.
  - Work in collaborative environments, especially between students from different background.

## REQUIREMENTS

- Students will create the following project exercises:
- Genius Loci: the essence of the space.
  - Analysis and simplification: History of infography.
  - Visualisation as a tool of change.

For the final project, students will design an installation aimed at transforming a public space by the generation of an engagement between the creators, visitors and the city

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## TEACHING METHOD

This course will combine classroom lectures, discussions, interactive hands-on learning and projects.

## GRADING

- 10% attendance to class and field visits
- 20% commitment and participation in class discussions
- 30% research process and personal sketchbook
- 40% design outcomes

Students will have to complete all the parts included in the grading weights and earn at least a 5/10 in each part.

## BIBLIOGRAPHY

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