

Year 2024-25



Istituto Europeo di Design

Private Licensed Centre

TEACHING GUIDE FOR
Drawing. Communication

Foundation Course – IED Madrid Diploma Programme

Total Design

Updated on: 1st September 2024

Foundation Course – IED Madrid Diploma Programme.
Subject: Drawing. Communication.

1. SUBJECT/COURSE IDENTIFIERS

Type	Basic training
Nature	Theoretical-practical course
Speciality/itinerary/style/tool	Total Design
Subject/Field	Languages and techniques for representation and communication
Teaching/course period	2 nd Semester
Number of credits	4 ECTS
Department	Didactic/Educational department
Priority/ prerequisites	Without priority
Languages in which the course is taught	English

2. TEACHER IN CHARGE OF THE SUBJECT

Surname & Name	E-mail
Torres Guzmán, Raúl	

3. LIST OF LECTURERS AND GROUPS THEY TEACH

Surname & Name	E-mail	Groups

4. COMPETENCIES/SKILLS

Cross-sectoral skills
CT4 Efficient use of information and communication technologies
CT8 Developing reasoned and critical ideas and arguments.
CT12 Adapting under competitive conditions, to cultural, social and artistic changes and to the progress taking place in their professional field, thus, selecting the correct channels for continuous education.
CT13 Pursuit of excellence and quality in their professional activity.

CT15 Working autonomously and knowing how to value the importance of initiative and entrepreneurship in professional practice.

General skills

CG1 Conceiving, planning and developing design projects according to technical, functional, aesthetic and communicative requirements and conditions.

CG2 Mastering the languages and expressive resources of representation and communication.

CG3 Establishing relationships between formal language, symbolic language and specific functionality.

CG4 Having a scientific vision of the perception and behaviours of form, matter, space, movement, and colour.

CG11 Communicating ideas and projects to clients, arguing critically, knowing how to evaluate proposals and channelling dialogue.

CG18 Optimizing the use of the resources needed to achieve the planned objectives.

CG20 Understanding the behaviour of the elements involved in the communicative process, mastering the technological resources in communication, and assessing their influence on design processes and products.

Specific skills

CFB1 Drawing as an instrument of construction, composition and transmission of ideas, thoughts and information.

CFB2 Understanding composition and visual perception.

CFB3 Optimising the use of drawing in each design project.

5. LEARNING ACHIEVEMENTS

- Understanding the graphic languages and the expressive resources of representation and communication.
- Knowing how to solve observation through freehand drawing, to enable agile and effective communication in the exchange of professional criteria.
- Knowing how to use universal graphic representation codes.
- Acquiring the ability to solve two-dimensional and three-dimensional representation by means of analytical drawing and fitting.
- Knowing how to represent and reproduce graphically the image of objects in an environment, based on the different plastic and technical methods.

6. CONTENTS

Section (if applicable)	Topic/repertoire
I. DRAWING AS A LANGUAGE FOR COMMUNICATION	Topic 1. Analysing shapes and their geometry
	Topic 2. Simplification & conceptualization. The idea
II. DRAWING AS A VEHICLE FOR IDEAS	Topic 3: Creative stimulus
	Topic 4: Natural & artificial structures
III. THREE-DIMENSIONAL REPRESENTATION	Topic 5: Morphological concept and human body structures 5.1 Building the human figure 5.2 Artistic anatomy and its creative ability: initiation to figure drawing.
	Topic 6: Object structure/construction 6.1 Views. Focal depth. 6.2 Shadows and guidelines. 6.3 Product representation.
	Topic 7: Elevation 7.1 Materials. 7.2 Lighting. 7.3 Rendering.

7. STUDENTS WORK TIME SCHEDULE

Type of activity	Total hours
Theoretical activities	20 hours
Practical activities	17,5 hours
Other mandatory training activities (conferences, seminars, etc.)	32 hours
Tests	2,5 hours
Student's working hours	30 hours
Internship/work placement preparation	18 hours
Student's total working hours	120 hours

8. METHODOLOGY

Theoretical activities	Master class occupying the first part of the session, where the teacher will present the theoretical concepts and their analysis. During the lecture the student will be able to ask questions to solve any questions that may arise.
Practical activities	During the second part of the classes (sessions) the student will put into practice the knowledge acquired. Practical exercises that encourage personal reflection, as well as reaching conclusions regarding what has been learnt, will be strongly recommended - always favouring a functional learning method that enables the practical applications of the concepts and knowledge acquired.
Other mandatory training activities (conferences, seminars, etc.)	Teachers will encourage students to visit different exhibitions and seminars, such as the project workshop. Project workshops: Support sessions to practical classes in which - through a participatory methodology based on self-evaluation and debate - students can solve doubts and move forward in the project with the help of a tutor guide.

9. EVALUATION AND GRADING CRITERIA & INSTRUMENTS

Work to be assessed:

1. Understanding the graphic languages and expressive resources of representation and communication.
2. Knowing how to solve observation through freehand drawing, to enable agile and effective communication in the exchange of professional criteria.
3. Learning how to use universal codes of graphic representation.
4. Learning the skill to handle two-dimensional and three-dimensional representation through the use of fitting/matching together, as well as analytical drawing.
5. Knowing how to represent and graphically reproduce the image of objects in an environment, according to the specifications of different plastic and technical methods.

The evaluation assessment must be designed and planned in a manner that integrates it within the teaching/learning training activities.

The assessment of students learning ought to be continuous, personalized and integrative:

- Continuous: in that it is integrated into the teaching-learning process and consequently is not limited by dates or specific situations.
- Personalised: since it must take into account the capacities, skills and the student's attitude. Special attention will be paid to the student's participation in work groups.
- Integrative: in that it requires taking into account the general capacities established for each stage, this will be done through the objectives in the different units and areas.

Students' learning will be assessed in relation to the achievement of the educational objectives that are specified in the course syllabus, and associated to the general and specific objectives, taking as an immediate reference the evaluation criteria established for each learning area.

To assess students learning process we need to:

- Evaluate their curricular competence (abilities and aptitudes).
- Assess the factors that hinder or facilitate good learning.
- Encourage self-evaluation and co-evaluation of students amongst themselves, as a source of critical analysis of their results, to allow for changes in attitude and for their improvement.
- Value the learning context in which the student develops.

9.1. EVALUATION/ASSESSMENT TOOLS

Theoretical activities	Student will be expected to have an active role in the classroom, sharing thoughts and experiences. Mandatory tutorials as a follow-up to exercises.
Practical activities	Practical exercises will be requested on a weekly basis, these shall mainly be based on the perception and experimentation of the concepts developed in class. Students will be asked to develop and undertake a final project including exercises in line with the specific subject.
Other mandatory learning activities (lectures, seminars, etc.)	Active participation in workshops, lectures, exhibitions, conferences or webinars, always sharing points of view and knowledge with the groups in the classroom.

9.2. EVALUATION CRITERIA

Theoretical activities	Active attention and understanding during explanations. Showing initiative to contribute with own opinions and constructive criticism. Punctuality and quality throughout the research process, in the follow-up of the exercises during tutorials.
------------------------	---

<p>Practical activities</p>	<p>The assessment of practical tasks will include:</p> <ul style="list-style-type: none"> • Correct practical use of the theoretical tools seen in the classroom. • Careful execution. • Carefully worked conceptualization. • Contributions. • Punctuality in the delivery. <p>When the Project is handed in, the following shall be assessed:</p> <ul style="list-style-type: none"> • Handing in work on time at tutorials. • Visual presentation. • Oral presentation. • Communication tools used. • Contributions.
<p>Other mandatory learning activities (lectures, seminars, etc.)</p>	<p>We shall value that the student applies the knowledge acquired in workshops, seminars, expositions, conferences or webinars, to the work and projects of the course.</p>

9.3. GRADING CRITERIA

1. The evaluation system to be used in the subject/course is adapted to the continuous evaluation model.
2. In the continuous evaluation system, class attendance is compulsory, and students must comply with a percentage of activity in the presence of the teacher, which is estimated to be 80%.
3. If the student does not meet the criteria for continuous evaluation, they will be graded in a evaluation process with a loss of continuous evaluation - they will present the projects requested during the course and a specific test for this call, and, their corresponding relative weights are shown in section 9.3.1 and 9.3.2 of this guide.
4. In any case, the student will take an extraordinary exam, the structure, evaluation instrument and grading criteria for said exam is explained in section 9.3.3 of this guide.
5. In order to pass the subject/course, the student must meet the requirements of the weighting of the evaluation instruments defined in points 9.3.1, 9.3.2 and 9.3.3.3.

9.3.1. Evaluation/Assessment tools for the weighting of grades in the continuous assessment process

Tools	Weighting of grades
Weekly work-experience presentation	40%
Development and follow-up of the project	50%
Critical and well-argued participation in debates, tutorials and workshops	10%
Total	100%

9.3.2. Assessment tools for the weighting of grades in the evaluation process following a loss of continuous assessment/evaluation

Tools	Weighting of grades
Presentation of the exercises and the Final Project	60%
Presentation of the specific test for the evaluation in case of a loss of continuous evaluation.	40%
Total	100%

9.3.3. Assessment tools for the weighting of grades in the extraordinary evaluation process

Tools	Weighting of grades
Presentation of practical exercises and Final Project	60%
Presentation of the specific test for the extraordinary evaluation	40%
Total	100%

9.3.4. Weighting of grades in the evaluation process for students with a disability

When the evaluation tools are adapted for this purpose, all the different types of disability must be taken into account.

Tools	Weighting of grades
These shall be determined taking different types of disability into consideration	
Total	100%

10. TIME PLANNING OF THE CONTENTS, TEACHING METHODOLOGY AND EVALUATIONS

Session	CONTENTS, CONNECTED TEACHING METHODOLOGY, AND EVALUATION TOOLS		Total hours presence-based	Total hours non-presence-based
Session 1	Introduction to the subject			
	Theoretical activities	Master class, which will develop the specific agenda of the section (Methodology and course/subject contents.)	2,5 hours	
	Evaluation	Proactive attitude in the classroom.		
Session 2	TOPIC 1: Analysing forms and their geometry			
	Theoretical activities	Master class, which will develop the specific agenda of the section (Identifying the geometry and form/shape of objects.)	2,5 hours	
	Other learning activities	Project workshop.	4 Hours	
	Evaluation	Proactive attitude in the classroom, sharing knowledge, experiences and the tools provided in the visit to the workshop. Follow-up of the case study.		
Session 3 & 4	TOPIC 2: Simplification & conceptualization			
	Theoretical activities	Master class, during the 1 st half the class will develop the specific agenda of the section (Tools for representation in order to communicate ideas, objects, figures and interiors.)	2,5 hours	
	Practical activities	In the 2 nd half of the session, students will put into practice the acquired concepts through a series of set exercises.	2,5 hours	2 hours
	Other learning activities	Visiting a previously arranged exhibition or seminar.	4 Hours	
	Evaluation	Proactive attitude in the classroom, sharing knowledge, experiences and the tools provided in the visit to the workshop. Follow-up of the case study.		
Session 5 & 6	TOPIC 3: Creative stimulation			
	Theoretical activities	Master class, which will develop the specific agenda of the section (The structure of letters.)	2,5 hours	

	Practical activities	Producing a practical case study. In the 2nd part of the session students will put into practice the concepts learnt through a series of set exercises.	2,5 hours	
	Other learning activities	Project workshop.	8 Hours	
	Evaluation	Proactive attitude in the classroom, sharing knowledge, experiences and the tools provided in the visit to the recommended exhibition or seminar. Follow-up of the case study.		

Session 7 & 8	TOPIC 4: Natural & artificial structures			
	Theoretical activities	Master class, which will develop the specific agenda of the section (Typography). Compulsory tutorials.	2,5 hours	
	Practical activities	In the 2nd part of the session students will put into practice the concepts learnt through a series of set exercises. Introduction to the project.	2,5 hours	4 hours
	Other learning activities	Visiting a previously arranged exhibition or seminar.	4 Hours	
	Evaluation	Proactive attitude in the classroom, sharing knowledge, experiences and the tools provided at the workshop. Follow-up of the case study.		

Session 9 & 10	TOPIC 5: Morphological concept and human body structures			
	Theoretical activities	Master class expanding on the specific agenda of the section (Building the human figure.)	2,5 hours	
	Practical activities	Developing the <i>practical case study</i> . In the 2nd part of the session students will put into practice the concepts learnt through a series of set exercises. Project development.	2,5 hours	4 hours
	Other learning activities	Project workshop.	4 Hours	
	Evaluation	Proactive attitude in the classroom, sharing knowledge, experiences and the tools gained through the recommended exhibition or seminar. Case study revision and proofreading.		

Session 11 & 12	TOPIC 6: Object structure/construction			
	Theoretical activities	Master class, which will develop the specific agenda of the section (Product representation.) The teacher will show documents and images and will analyse them using the required ICT tools. Compulsory tutorials.	2,5 hours	

	Practical activities	Preparing the work-experience/internship. In the 2nd part of the session students will put into practice the concepts learnt through a series of set exercises. Project development.	2,5 hours	4 hours
	Other learning activities	Visiting a previously arranged exhibition or seminar.	4 hours	
	Evaluation	Proactive attitude in the classroom, sharing knowledge, experiences and the tools gained through at the workshop. Follow-up of the practical case study.		

	TOPIC 7: Elevation			
Session 13 & 14	Theoretical activities	Master class, which will develop the specific agenda of the section (Elevation, materials and lighting.) The teacher will show documents and images and will analyse them using the required ICT tools. Compulsory tutorials.	2,5 hours	
	Practical activities	Developing a practical case study. In the 2nd half of the session students will put into practice the concepts learnt through a series of set exercises. Project development.	2,5 hours	4 hours
	Other learning activities	Project workshop.	4 hours	
	Evaluation	Proactive attitude in the classroom, sharing knowledge, experiences and the tools gained through the visit to the recommended exhibition or seminar. Follow-up of the practical case study.		

	Evaluation: Ordinary Call			
Session 15	Practical activities	Continuous Evaluation: Assessment of projects and results. Evaluation process following the loss of continuous assessment: Project and result assessment, plus the specific test.	2,5 hours	

	Comments on the Final results			
Session 16	Evaluation	Assessment, comments and information on the projects and exercise results.	2,5 hours	

11. TEACHING RESOURCES & MATERIALS

11.1. General Bibliography

Title	Sobre el dibujo - (English edition: “Berger on Drawing”, Published March 1st 2007 by Occasional Press.)
Author	Berger, John
Publisher	Gustavo Gili S.A., Barcelona

Title	Diseñar hoy, temas contemporáneos de diseño gráfico
Author	Pelta, Raquel
Publisher	Paidós Ibérica

Title	Dibujo y Proyecto (Spanish edition, no exact English edition found)
Author	D.K. Ching, Francis
Publisher	Editorial Gustavo Gili, Barcelona, 1999

Title	El dibujo de anatomía: Tradición y permanencia
Author	AAVV
Publisher	UCM, Facultad de Bellas Artes, 2001

Title	Análisis de la forma - (English edition: “Le Corbusier: An Analysis of Form”)
Author	H. Baker, Geoffrey
Publisher	Editorial Gustavo Gili, México, 1998

Title	Envisioning Information (English edition)
Author	Tufte, Edward
Publisher	Graphics Press

11.2. Additional Bibliography

Title	El bocetaje. Las bases – (English edition title: “Sketching The Basics”)
Author	Koos Eissen & Roselien Steur
Publisher	Bis Publisher

Title	Dibujo y Proyecto
Author	CHING, Francis D.K.
Publisher	Gustavo Gili S.A., Barcelona, 1999

Title	El diseño tridimensional. Del boceto a la pantalla - (English edition title: “Drawing for 3-Dimensional Design”)
Author	Pipes, Alain
Publisher	Gustavo Gili S.A., Barcelona

Title	El Manual de Dibujo
Author	Gómez Molina, J.J., Cabezas, L. y Bordes, J.
Publisher	Cátedra

Title	Coaching para el creativo que hay dentro de ti
Author	Maisel, Eric
Publisher	Obelisco

Title	Ilustración de moda. Plantillas - (German/English edition title: “Shapes and Styles of Fashion, Templates for Fashion Design & Bilingual Work of Reference” (German / English)-
Author	F. V. Feyerabend, F. Ghosh
Publisher	Gustavo Gili, 2009

11.3. Websites of interest

<http://www.underconsideration.com/brandnew>

<http://designspiration.net/>

<http://www.thedieline.com/>