

Curso 2025-26



Istituto Europeo di Design

Centro privado autorizado

GUÍA DOCENTE DE

Contemporary Language and Trends

Título de Grado en
Enseñanzas Artísticas Superiores de Diseño

Especialidad de Diseño de Producto

Fecha de actualización: 1 de septiembre de 2026



Dirección General de Universidades y
Enseñanzas Artísticas Superiores
CONSEJERÍA DE CIENCIA, UNIVERSIDADES
E INNOVACIÓN

Título de Grado en Enseñanzas Artísticas Superiores de Diseño

Subject: Contemporary Language and Trends (Lenguaje contemporáneo y tendencias)

1. COURSE IDENTIFICATION

Type	OEI-DPS	
Nature	Theory and Practice	
Specialisation / Pathway / Style / Instrument	Product and Service Design	
Subject Area	History of Product Design	
Teaching Period	6th Semester	
Number of Credits	4 ECTS	
Number of Hours	Total: 120h	In-person: 72h
Minimum Number of Students Required for the Course to Run	-	
Department	Product Design Department	
Prerequisites	None	
Language(s) of Instruction	English	

2. COURSE COORDINATOR

Surname and Name	Email Address
Carné Perea, María del Carmen	campus IED

3. TEACHING STAFF AND GROUPS

Surname and Name	Email Address	Groups
Carné Perea, María del Carmen	campus IED	All

4. COMPETENCES

Transversal Competences
CTD2 Gather relevant information, analyse and synthesise it, and manage it appropriately.
CTD5 Understand and use at least one foreign language within the context of professional practice
CTD8 Develop ideas and arguments in a reasoned and critical manner

CTD12 Adapt, in competitive environments, to cultural, social and artistic changes and to developments in professional practice, and select appropriate pathways for continuing education.

CTD13 Pursue excellence and quality in professional practice

CTD14 Master research methodology in the development of projects, ideas and viable solutions.

CTD16 Use available means and resources responsibly with regard to cultural and environmental heritage

CTD17 Contribute through professional practice to raising social awareness of the importance of cultural heritage, its impact across different fields and its capacity to generate significant values.

General Competences

CGD2 Master the languages and expressive resources of representation and communication

CGD3 Establish relationships between formal language, symbolic language and specific functionality.

CGD4 Develop a scientific understanding of the perception and behaviour of form, matter, space, movement and colour.

CGD5 Act as mediators between technology and art, ideas and purposes, culture and commerce.

CGD6 Promote knowledge of the historical, ethical, social and cultural aspects of design.

CGD9 Research the intangible and symbolic aspects that influence quality.

CGD12 Explore the history and traditions of art and design in greater depth

CGD13 Understand the economic, social and cultural context in which design takes place.

CGD14 Recognise the role of design as a factor in equality and social inclusion, and as a means of conveying cultural values.

Specific Competences

CEP3 Propose, evaluate and determine alternative solutions to complex product and system design problems.

CEP4 Assess and integrate the aesthetic dimension in relation to the use and functionality of the product.

CEP13 Understand the economic, social, cultural and historical context in which product design is developed.

CEP15 Reflect on the positive social impact of design, its contribution to improving quality of life and the environment, and its capacity to generate identity, innovation and quality in production.

5. LEARNING OUTCOMES

- Understand the designers and relevant movements that have influenced the evolution of product design.
- Research and experiment with methods specific to the theoretical and cultural analysis of design.
- Identify historical periods through the design objects and systems produced in each context.
- Analyse and reflect on the main issues affecting design, its theory and its role in society.
- Learn and apply documentary research tools specific to the field of design.
- Understand the latest trends in product design and relate them to their impact on culture, consumption and social behaviour.

6. CONTENT

Thematic Block (if applicable)	Topic / Content
I. New Languages	Topic 1. Introduction and Research Methods
	Topic 2. Recent Movements and Transformations
	Topic 3. Contemporary Designers and Trends
	Topic 4. Design and Society
	Topic 5. Design and Sustainability

7. STUDENT WORKLOAD PLANNING

Type of Activity	Total Hours
Theoretical Activities	14 hours
Practical Activities	15 hours
Other Compulsory Training Activities (events, seminars, etc.)	32 hours
Assessment Activities	11 hours
Student Independent Work	9 hours
Preparation for Practical Activities	27 hours
Assessment Activities	12 hours
Total Student Workload	120 hours

8. METHODOLOGY

Theoretical Activities	The main teaching method used is the lecture, in which course content is presented and explained by the lecturer, supported by the use of Information and Communication Technologies (ICT). During these sessions, questions may be raised, doubts clarified, guidance provided on information research, and individual or group discussions encouraged. These sessions cover the course content through a three-way exchange of information (lecturer-student-student group), which is then developed into tangible exercises designed to form part of the practical activities. Subsequently, each session includes a group discussion activity to support learning in relation to the topic covered.
Practical Activities	Practical activities will include: • Critical case analysis, • preparation of movement/designer reference sheets, • visual and conceptual synthesis exercises. Presentation of results: time is allocated for the presentation of problems assigned to a group of students.
Other Compulsory Training Activities (events, seminars, etc.)	Design Workshop: a teaching session aimed at reviewing and discussing the concepts and topics presented in class. These sessions support the work undertaken throughout the course, allowing students to clarify questions and explore in greater depth the content covered in theoretical and/or practical activities.

9. ASSESSMENT AND GRADING CRITERIA AND METHODS

9.1. ASSESSMENT METHODS

Theoretical Activities	Participation in discussions held during theoretical sessions will be assessed.
Practical Activities	• Submission of individual analysis exercises and critical reference sheets. • Preparation of a short essay or final synthesis report. Specific submission requirements will be established for each deliverable, including the development of specific drawings for each installation.

Other Compulsory Training Activities

(events, seminars, etc.)

- Attendance at organised visits will be required.
- Attendance and participation in the Design Workshop will be required.

9.2. ASSESSMENT CRITERIA

The following will be assessed:

- Knowledge of designers and relevant movements that have influenced the evolution of product design.
- The ability to research and experiment with methods specific to the theoretical and cultural analysis of design.
- The identification of historical periods through the design objects and systems produced in each context.
- The ability to analyse and reflect on the main issues affecting design, its theory and its role in society.
- The application of documentary research tools specific to the field of design.
- Knowledge of the latest trends in product design and their relationship to culture, consumption and social behaviour.

Assessment must be designed and planned in such a way that it is integrated into teaching and learning activities.

Student assessment should be continuous, personalised and comprehensive:

- Continuous, as it is embedded within the teaching and learning process and is therefore not limited to specific dates or assessment situations.
- Personalised, as it must take into account each student's abilities, skills and attitudes. Particular attention will be paid to the student's participation in group work.
- Comprehensive, as it requires consideration of the general competences established for the programme through the objectives of the different thematic units and subject areas.

Students' learning will be assessed in relation to the achievement of the educational objectives established in the curriculum and associated with the general and specific objectives, taking the assessment criteria established for the subject area as the primary reference.

In order to assess the students' learning process, it is necessary to:

- Assess their curricular competence (abilities and aptitudes).
- Assess the factors that hinder or facilitate effective learning.
- Encourage student self-assessment and peer assessment as a means of analysing and critically reviewing results, allowing students to adjust their attitudes and approaches in order to improve.
- Assess the learning context in which the student develops their knowledge and skills.

Theoretical Activities

Critical and well-reasoned participation in class
Participation in discussions held during the sessions.

Practical Activities	Completion, presentation and submission of course assignments by the established deadline. Clarity of analysis and rigour in documentation. Critical and argumentative ability. - Relationship between trends and social/environmental contexts. - Creativity in visual and conceptual synthesis
Practical Activities	- Assessment of the practical work carried out. - Assessment of the conclusions or projects presented - Assessment of the final prototype. - Assessment of interaction during the group project, where applicable.
Other Compulsory Training Activities (events, seminars, etc.)	- Attendance at any organised visits that may be proposed - Attendance and participation in the Design Workshop sessions

9.3. GRADING CRITERIA

- The assessment system used in this course follows a continuous assessment model.
- Under the continuous assessment system, class attendance is compulsory, and students must attend at least 80% of the activities conducted in the presence of the lecturer.
- Students who do not meet the requirements for continuous assessment must complete a specific submission for assessment without continuous assessment. This may include any components deemed appropriate, with their corresponding weightings specified in the relevant section of this course guide.
- In all cases, students will have access to an extraordinary assessment opportunity, the structure, assessment methods and grading criteria of which are specified in this course guide.
- To be eligible for continuous assessment, students must submit each and every practical assignment by the established deadline.

9.3.1. Weighting of Assessment Components for Continuous Assessment

Assessment Components	Weighting
Individual Exercises and Technical Sheets	50%
Final Essay	40%
Critical and well-reasoned participation in discussions, tutorials, workshops and visits.	10%
Total	100%

9.3.2. Weighting of Assessment Components for Students Who Lose the Right to Continuous Assessment

Reasons why a student may lose the right to continuous assessment: failure to meet the compulsory class attendance requirement, established at 80% of activities conducted in the presence of the lecturer.

Assessment Components	Weighting
Completion, Presentation and Submission of the Course Project	60%
Completion of a Specific Assessment for Students Who Have Lost the Right to Continuous Assessment.	40%
Total	100%

9.3.3. Weighting of Assessment Components for the Extraordinary Assessment

Assessment Components	Weighting
Completion, Presentation and Submission of the Course Project	60%
Completion of a Specific Assessment for the Extraordinary Assessment.	40%
Total	100%

9.3.4. Weighting for the Assessment of Students with Disabilities

Adaptations to assessment methods must take into account the different types of disability

Assessment Components	Weighting
To be determined according to the student's specific needs.	
Total	100%

10. SCHEDULE OF CONTENT, TEACHING METHODOLOGY AND ASSESSMENT

Sesión	CONTENIDOS, METODOLOGÍA DOCENTE ASOCIADA E INSTRUMENTOS DE EVALUACIÓN		Total hours in-person	Total hours independent study
Sessions 1 and 2	TOPIC 1: Introduction and Research Methods			
	Theoretical Activities	Lecture covering the specific content of the section (contemporary language and research methods). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	2 hours	1 hour
	Practical Activities	Presentation of the assignments to be completed during the course. Research Methodology	3 hours	3 hours
	Other Training Activities	Design Workshop	2 hours	
Sesión 3, 4 y 5	TOPIC 2: Recent Movements and Transformations			
	Theoretical Activities	Lecture covering the specific content of the section (cultural transformations, design in the 1980s and 1990s, and design in the 2000s). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	3 hours	2 hours
	Practical Activities	Research and Individual Exercises	3 hours	6 hours
	Other Training Activities	Attendance at the Design Workshop	2 hours	
	Assessment	Review and Feedback on Exercises	1.5 hour	
Sesión 6, 7 y 8	TOPIC 3: Contemporary Designers and Trends.			
	Theoretical Activities	Lecture covering the specific content of the section (contemporary designers and schools, new languages in interior and product design).	3 hours	2 hours

		The lecturer will use documents and images, which will be analysed using the necessary ICT resources.		
	Practical Activities	Research and Individual Exercises Analysis of a Designer	3 hours	6 hours
	Other Training Activities	Attendance at the Design Workshop	2 hours	
	Assessment	Review and Feedback on Exercises	1.5 hour	2 hours

Sesión 9, 10 y 11	TOPIC 4: Design and Sustainability			
	Theoretical Activities	Lecture covering the specific content of the section (gender, diversity and community; activism, social innovation and tactical urbanism). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	3 hours	2 hours
	Practical Activities	Research and Individual Exercises Analysis of a Current Case	3 hours	6 hours
	Other Training Activities	Attendance at the Design Workshop	2 hours	
	Assessment	Review and Feedback on Exercises	1.5 hour	2 hours

Sesión 12, 13 y 14	TOPIC 5: Design and Sustainability			
	Theoretical Activities	Lecture covering the specific content of the section (gender, diversity and community; activism, social innovation and tactical urbanism). The lecturer will use documents and images, which will be analysed using the necessary ICT resources.	3 hours	2 hours
	Practical Activities	Research and Individual Exercises Analysis of Sustainability in Design	3 hours	6 hours
	Other Training Activities	Attendance at the Design Workshop	2 hours	
	Assessment	Review and Feedback on Exercises	1.5 hour	2 hours

Sesión 15	FINAL PROJECT PRESENTATIONS			
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Continuous Assessment. Submission of the Final Course Report, Assessment without Continuous Assessment	2,5 hours	6 hours

Sesión 16	COURSE FEEDBACK, ASSESSMENT AND GRADE RELEASE.			
	Assessment	Course Feedback, Assessment and Grade Release	2,5 hours	

11. TEACHING RESOURCES AND MATERIALS

- Digital presentations in the classroom.
- Explanations of the graphic representation of construction through freehand drawings on the blackboard
- Teaching resources and materials available on the Virtual Campus for each thematic block.

11.1. General Bibliography

Título	Making Space: Interior Design by Women
Autor	Jane Hall
Editorial	Phaidon Press

Título	Design Aesthetics: Theoretical Basics and Studies in Implication
Autor	Mads Nygaard Folkmann
Editorial	MIT Press

Título	The Shape of Green: Aesthetics, Ecology, and Design
Autor	Lance Hosey
Editorial	Island Press

11.3. Useful Websites

https://www.dezeen.com/

http://es.materfad.com/

https://divisare.com/

https://metropolismag.com/

11.4. Other Teaching Materials and Resources

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