

Curso 2025-26



Istituto Europeo di Design

Centro privado autorizado

GUÍA DOCENTE DE

Projects. Service and System Design

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: Projects. Service and Systems Design (Proyectos. Diseño de servicios y sistemas)

1. IDENTIFICADORES DE LA ASIGNATURA

Type	OEI-DPS	
Nature	Theory and Practice	
Specialisation / Pathway / Style / Instrument	Product Design	
Subject Area	Product and Systems Design Projects	
Teaching Period	6th Semester	
Number of Credits	6 ECTS	
Number of Hours	Total: 180h	In-person : 108h
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
Sánchez-Herrero Arche, Natalia	campus IED

3. TEACHING STAFF AND GROUPS

Surname and Name	Email Address	Groups
Sánchez-Herrero Arche, Natalia	campus IED	All

4. COMPETENCES

Transversal Competences

CTD1, Organise and plan work efficiently and effectively, fostering motivation.

CTD2, Gather relevant information, analyse and synthesise it, and manage it appropriately.

CTD3, Solve problems and make decisions in accordance with the objectives of the work being carried out.

CTD5, Understand and use at least one foreign language within the context of professional practice.

CTD7, Use communication skills and constructive criticism in teamwork.

CTD8, Develop ideas and arguments in a reasoned and critical manner.

CTD9, Integrate effectively into multidisciplinary teams and diverse cultural contexts.

CTD10, Lead and manage working groups.

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

CTD13, Pursue excellence and quality in professional practice.

CT14, Master research methodology in the development of projects, ideas and viable solutions.

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 meaningful values.

General Competences

CGD2, Master the languages and expressive resources of representation and communication.

CGD7, Organise, lead and/or coordinate working teams and adapt effectively to multidisciplinary teams.

CGD9, Research the intangible and symbolic aspects that influence quality.

CGD10, Be able to adapt to changes and developments in industrial technology.

CGD11, Communicate ideas and projects to clients, present reasoned arguments, evaluate proposals and facilitate dialogue.

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.

CGD17, Propose, evaluate and develop learning strategies appropriate to achieving personal and professional objectives.

CGD19, Demonstrate critical thinking and the ability to develop research strategies.

CGD21, Master research methodology.

Specific Competences

CEP1, Determine the final characteristics of products, services and systems in accordance with the structural, organisational, functional, expressive and economic requirements and relationships defined in the project.

CEP2, Solve design problems using appropriate methodologies, skills and procedures.

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.

CEP5, Analyse natural models and systems and their applications in product and systems design.

CEP6, Determine the appropriate construction solutions, materials and production principles for each case.

CEP7, Understand the characteristics, physical and chemical properties, and behaviour of the materials used in the design of products, services and systems.

CEP8, Understand the processes involved in the production and development of products, services and systems.

CEP9, Master graphic and visual resources for two- and three-dimensional representation.

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

- I Develop projects across the different fields of the specialisation.
- I Define and develop product and systems design projects, taking into account use, expressive, technical, production, environmental and market factors.
- I Apply strategies and decision-making criteria, fostering innovation and quality.
- I Apply representation and presentation techniques for the complete definition and communication of the product or system.
- I Develop interdisciplinary projects.
- I Design services and systems as means of generating value.
- I Explore research techniques in greater depth and apply systems thinking.
- I Present design proposals that incorporate new uses, user experience and sustainability criteria.
- I Use new digital technologies in the development of strategies and as an integral part of the project.

6. CONTENT

Thematic Block (if applicable)	Topic / Content
I. STRATEGIC RESEARCH	Topic 1. Industrial Design as a System: Hybrid Design
	Topic 2. Understanding the Challenge from a Strategic Perspective
	Topic 3. Analysis, Understanding and Definition of the Field, User and Context Analysis of Services, Systems and User Experience
	Topic 4. Building the Systems Map
II. INTERPRETATION AND SYNTHESIS	Topic 5. Interpretation of the Systems Map
	Topic 6. Identification of the Most Relevant Insights
	Topic 7. Identification and Definition of Design Opportunities
III. CONCEPT GENERATION	Topic 8. Ideation of New Service, Product and System Solutions/Models Industrial Design Services and Experiences Interaction Sustainable Development
	Topic 9. Communication

7. STUDENT WORKLOAD PLANNING

Type of Activity	Total Hours
Theoretical Activities	12.5 hours
Practical Activities	27.5 hours
Other Compulsory Training Activities (workshops, events, seminars)	48 hours
Assessment	20 hours
Student Independent Work	19 hours

Preparation for Practical Activities	41 hours
Assessment Activities	12 hours
Total Student Workload	180 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.
Practical Activities	Project-Based Learning is used: students explore and address a practical problem, individually and/or in groups, by applying interdisciplinary knowledge under the supervision of the lecturer. In this course, strategic design methodology will be used with the aim of developing a systemic project with a forward-looking perspective. This methodology includes individual and group practical work, materialised in documentation representing a collective construction. Different activities are defined according to the research, development and communication phases: • Research phase: Design Research techniques (safaris, shadowing, ethnography, problem interviews, etc.), context and user research. • Development phase: scenarios, HMB, development of the systems map • Communication phase: storytelling / visual communication The final outcome will be an opportunity map and the identification of opportunities within the context established as the starting point.
Other Compulsory Training Activities (workshops, events, seminars)	Design Workshop: a teaching session aimed at reviewing and discussing the materials and topics presented in class. These sessions support the projects undertaken throughout the course, allowing students to clarify questions and explore in greater depth the content covered in theoretical and/or practical activities. Cross-disciplinary Workshop Week in February.

9. ASSESSMENT AND GRADING CRITERIA AND METHODS

9.1. ASSESSMENT METHODS

Theoretical Activities	Students will be expected to participate in discussions held during theoretical sessions.
Practical Activities	Students will develop a systemic project - an opportunity map - with interim submissions and a final submission, completed individually and/or in groups, in relation to the course content. Specific submission requirements will be established for each interim or final deliverable.
Other Compulsory Training Activities (workshops, events, seminars)	Attendance and participation in the Design Workshop will be required. Attendance and participation in the cross-disciplinary Workshop Week in February will be required.

9.2. ASSESSMENT CRITERIA

The following will be assessed:

- Develop projects across the different fields of the specialisation.
- Define and develop product and systems design projects, taking into account use, expressive, technical, production, environmental and market factors.
- Apply strategies and decision-making criteria, fostering innovation and quality.
- Apply representation and presentation techniques for the complete definition and communication of the product or system.
- Develop interdisciplinary projects.
- Design services and systems as means of generating value.
- Explore research techniques in greater depth and apply systems thinking.
- Present design proposals that incorporate new uses, user experience and sustainability criteria.
- Use new digital technologies in the development of strategies and as an integral part of the project.

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	Participation in discussions held during the sessions.
Practical Activities	Completion, presentation and submission by the established deadline of the proposed interim and final deliverables, completed individually or in groups, related to the course content: - Assessment of the practical work carried out - Assessment of the fieldwork carried out - Assessment of the conclusions presented - Assessment of the final communication - Assessment of interaction during group project work, where applicable

Other Compulsory Training Activities (workshops, events, seminars)

Attendance and participation in the scheduled Design Workshop sessions.

The student's active participation during the cross-disciplinary Workshop Week in February will be assessed.

9.3. GRADING CRITERIA

1. The assessment system used in this course follows a continuous assessment model.
2. 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.
3. 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.
4. 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.
5. 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
Completion, Presentation and Submission of Interim Deliverables	40%
Completion, Presentation and Final Submission	50%
Critical and well-reasoned participation in discussions, tutorials and workshops, particularly the workshop	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 a minimum of 80% of activities conducted in the presence of the lecturer.

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

Total	100%
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9.3.3. Weighting of Assessment Components for the Extraordinary Assessment

Assessment Components	Weighting
Completion, Presentation and Final 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

Session	CONTENT, ASSOCIATED TEACHING METHODOLOGY AND ASSESSMENT METHODS		Total hours in person	Total hours independent study hours
Session 1	TOPIC 1. Industrial Design as a System: Hybrid Design			
	Theoretical Activities	Lecture covering the specific content of the section (Design as a system).	2 hours	1 hour
	Practical Activities	Project Launch: Challenge, Context and User.	0.5 hours	2 hours

	TOPIC 2. Understanding the Challenge from a Strategic Perspective			
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Session 2	Theoretical Activities	Lecture covering the specific content of the section (the strategic perspective). The lecturer will use documents and images to illustrate the strategic design process. • Strategic Design Process. • Business Case. • Ten types of innovation. • Literature Review. Strategy for defining the problem, challenge or opportunity to be addressed. Learning about all aspects of the opportunity to be addressed (gathering information from subject-matter experts or other sources).	1 hour	1 hour
	Practical Activities	Group exercise to define the field of work to be addressed throughout the project.	1 hour	1 hour
	Assessment	Project Review	0.5 hours	

TOPIC 3. Analysis, Understanding and Definition of the Field, User and Context				
Session 3	Theoretical Activities	Lecture covering the specific content of the section (Analysis of Services, Systems and User Experience). • Hypotheses • Benchmarking & Inspiration • Trends • Desk research Pattern recognition through primary and secondary sources. Research and observation.	1 hour	1 hour
	Practical Activities	Development of hypotheses to be explored in the project. Prioritisation of hypotheses and selection for testing.	1 hour	1 hour
	Other Training Activities	Design Workshop	2 horas	
	Assessment	Review of hypotheses selected for testing.	0.5 hours	1 hour

TOPIC 3. Analysis, Understanding and Definition of the Field, User and Context				
Session 4	Theoretical Activities	Lecture covering the specific content of the section (Design Research). Stakeholder Map • Empathy Map • Problem Map • Customer journey analysis	1 hour	1 hour
	Practical Activities	Work on the analysis proposal.	0.5 hours	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review Presentation of experiences from the practical work and feedback session.	1 hour	1 hour

TOPIC 3. Analysis, Understanding and Definition of the Field, User and Context				
Session 5	Theoretical Activities	Lecture covering the specific content of the section (definition of the field, user and context). The lecturer will review the tools used to uncover the most relevant insights to work with: • Design Research techniques: safaris, shadowing, ethnography, problem interviews, etc. • Context and User Research • Empathy Conversations • Design Research Plan	1 hour	1 hour
	Practical Activities	Project: students will bring completed Post-its containing research information. Repeated patterns in their users' behaviours will be explored.	1 hour	1 hour
	Other Training Activities	Design Workshop	2 horas	
	Assessment	Project Review	0.5 hours	

Session 6	TOPIC 3. Analysis, Understanding and Definition of the Field, User and Context			
	Theoretical Activities	Lecture covering the specific content of the section (Customer Journey). The lecturer will use documents and images, which will be analysed using the necessary ICT resources. - Personas - User journey	0.5 hours	1 hour
	Other Training Activities	Design Workshop	2 horas	
	Assessment	Project Presentations: Insights and Analysis Process - Recorded Interviews - Post-its - Presentation	2 hours	2 hours

Session 7	Topic 4. Building the Systems Map			
	Theoretical Activities	Lecture covering the specific content of the section (translation of research into a map): Systems Map	0.5 hours	
	Practical Activities	Development of the Systems Map.	1 hour	3 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	1 hour	

Session 8	Topic 4. Building the Systems Map			
	Theoretical Activities	Lecture covering the specific content of the section (translation of research into a map). The lecturer will use documents and images to illustrate the theoretical concepts covered during the session.	1 hour	1 hour
	Practical Activities	Project Work	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	0.5 hours	

Session 9	TOPIC 5. Interpretation of the Systems Map			
	Theoretical Activities	Lecture covering the specific content of the section (identification of opportunities). The lecturer will use documents and images to illustrate the theoretical concepts covered during the session.	0.5 hours	1 hour
	Practical Activities	Project Work	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	1 hour	

Session 10	Topic 6. Identification of the Most Relevant Insights			
	Practical Activities	Project Work Systems Map. Prototyping.	1 hour	3 hours
	Other Training Activities	Design Workshop Related Group Activities.	2 hours	
	Assessment	Review of Project Work.	1.5 hours	

Session 11	Topic 7. Identification and Definition of Design Opportunities			
	Theoretical Activities	Lecture covering the specific content of the section (definition of the opportunity). El docente utilizará documentos e imágenes para ilustrar los conceptos teóricos trabajados durante la sesión: • Pain Point Analysis • Gain Analysis • Design Principles for Decision-Making	1 hour	1 hour
	Practical Activities	Project Work	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	0.5 hours	

Session 12	Topic 8. Ideation of New Service, Product and System Solutions/Models			
	Theoretical Activities	Lecture covering the specific content of the section (Sustainable Development, interacción). The lecturer will use documents and images to illustrate the theoretical concepts covered during the session.	0.5 hours	
	Practical Activities	Project Work	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review Learning Consolidation.	1 hour	1 hour

Session 13	Topic 8. Ideation of New Service, Product and System Solutions/Models			
	Theoretical Activities	Lecture covering the specific content of the section (Industrial Design, Services and Experiences).	1 hour	1 hour
	Practical Activities	Project Work	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	0.5 hours	1 hour

Session 14	Topic 9. Communication			
	Theoretical Activities	Lecture covering the specific content of the section (storytelling, visual communication). El docente utilizará documentos e imágenes para ilustrar los conceptos teóricos trabajados durante la sesión: Channels Communication (Storytelling)	1 hour	1 hour
	Practical Activities	Project Work	1 hour	2 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	0.5 hours	3 hours

Session 15	Topic: Project			
	Practical Activities	Project Work	2 hours	3 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	0.5 hours	

Session 16	Topic: Project			
	Practical Activities	Project Work	2 hours	3 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	0.5 hours	

Session 17	Topic: Project			
	Practical Activities	Project Work	2 hour	3 hours
	Other Training Activities	Design Workshop	2 hours	
	Assessment	Project Review	0.5 hours	

Session 18	Topic: Project			
	Practical Activities	Project Work	2 hour	3 hours
	Other Training Activities	Design Workshop	3 hours	
	Assessment	Project Review	0.5 hours	

Session 19	Topic: Project			
	Practical Activities	Project Work	2 hour	3 hours

	Other Training Activities	Design Workshop	3 hours	
	Assessment	Project Review	0.5 hours	

Session 20	Topic: Project			
	Practical Activities	Project Work	2 hour	3 hours
	Other Training Activities	Design Workshop	3 hours	
	Assessment	Project Review	0.5 hours	

Session 21	Topic: Project			
	Practical Activities	Project Work	2 hour	3 hours
	Other Training Activities	Design Workshop	3 hours	
	Assessment	Project Review	0.5 hours	

Session 22	Topic: Project			
	Practical Activities	Project Work	2 hour	3 hours
	Other Training Activities	Design Workshop	3 hours	
	Assessment	Project Review	0.5 hours	

Session 23	Project Presentations			
	Other Training Activities	Design Workshop	3 hours	
	Assessment	Final Project Presentation (Systems Map).	2.5 hours	3 hours

Session 24	Assessment and Grade Release			
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	Assessment	Review and assessment of students' projects and release of grades.	2.5 hours	
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11. TEACHING RESOURCES AND MATERIALS

All teaching materials will be available on the Virtual Campus.

11.1. General Bibliography

Title	Design Thinking. Integrating Innovation, Customer Experience and Brand Value
Author	Thomas Lockwood
Publisher	Thomas Lockwood

Title	Design Thinking. Methodology Book
Author	Emrah Yayici
Publisher	ArtBizTech

Title	101 Design Methods
Author	Vijay Kumar
Publisher	Paperback

11.2. Supplementary Bibliography

Title	Design for the Real World: Human Ecology and Social Change
Author	Victor Papanek
Publisher	Chicago Review Press

Title	Change by Design
Author	Tim Brown
Publisher	HarperBusiness

Title	This Is Service Design Thinking: Basics, Tools, Cases
Author	Marc Stickdorn;Jakob Schneider
Publisher	Wiley

11.4. Useful Websites

www.servicedesigntools.org
www.service-design-network.org/chapters/sdn-spain
strategicdesignbook.com
www.internimagazine.it

11.4. Other Teaching Materials and Resources

Documentary: http://www.designthenewbusiness.com
A1 Paper
Post-its
Coloured Markers
Scissors