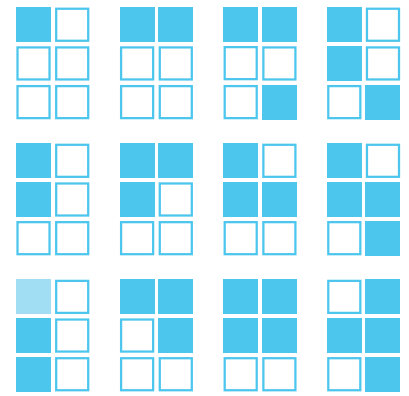


INDUSTRIAL DESIGN @UNIVERSITY OF DEUSTO

The area of Industrial Design in the University of Deusto is happy to welcome students from different design-related backgrounds to join us. Our formula is to combine English taught courses with local students and a personal project related to some of the topics covered on them. This way, we allow our international guest student to tailor their own academic journey during their stay in Bilbao, with the support of our professors and laboratories.



Our incoming student can choose and combine courses with a thematic project tailored to suit their needs

THEMATIC DESIGN PROJECT

Together with the courses, students have the possibility of developing a project with the aid of professors of the Design area of Deusto. By doing so, students will be able to further develop the skills acquired in class, develop design ideas and/or pursue personal design challenges with us.

This project can be aligned with the content of the courses and it can be related to the following topics:

User centered design
Service design
Experience design
IoT projects
Digital Fabrication

spring&autumn
semesters
6 to 30 ECTS

USER CENTERED DESIGN LAB

The goal of this course is to introduce the perspective of User or People Centered Design. The central point of this kind of design projects is the person, user or customer. By studying existing contemporary design tools and methods derived from ethnography, along this course, students will get hands-on experience in creating innovative user-centred solutions and designs for a real company.



spring
semester
6 ECTS

DIGITAL FABRICATION TECHNOLOGIES

This course introduces students to digital design and fabrication techniques within the context of Industrial Design.

Through different assignments, students will learn how to use different digital fabrication technologies.

Simultaneously, participants will need to make physical objects from their digital models using technologies such as 3D printing, CNC machining and laser cutting.



spring&autumn
semesters
6 ECTS

SERVICE & EXPERIENCE DESIGN LAB

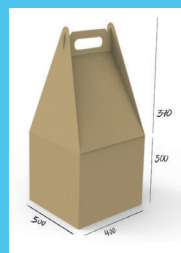
Current markets have evolved from the urge of getting manufactured products into delivering meaningful experiences and services. Accordingly, industrial design also needs to adapt itself. In order to do so, this course offers an introduction to the new paradigm. Different exploratory exercises and a final design project with a real client will help the student create new enticing experiences.



spring
semester
6 ECTS

DESIGN METHODOLOGY & CREATIVITY

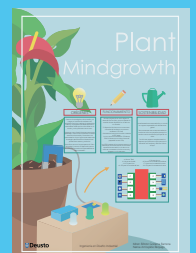
Methodology and creativity are two essential elements for design. On one hand, designers must be able to plan and structure a suitable design process. On the other hand, creative tools and methods are key to identify and generate innovative ideas and concepts. Within this course, students will learn about existing methodologies and creative tools, put them into practice and incorporate them into their own way of designing.



autumn
semester
6 ECTS

SMART PRODUCTS

This course aims at exploring the role of design in the development of smart products. In order to do so, basic theoretical knowledge will be studied, including Internet of Things, Smart Cities, Wireless technologies and Wiring programming language (the basis of Arduino boards). Apart from understanding and using such technologies, the course will help designers getting the most out of a technology and being able to incorporate it into their design projects.



spring
semester
6 ECTS