

Guidelines for completion of the Final Project

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1. PURPOSE OF THE FINAL PROJECT

The aim of these guidelines is to provide orientation for students taking advanced design qualifications at IED Barcelona. At the end of their studies, they are asked to conceive, develop and present a Final Project (referred to hereafter as FP). Therefore, we have sought to specify the formal aspects of the project's written and oral presentation. The guidelines should also be used by teachers as a reference when guiding students through their FP.

Firstly, it is important to be familiar with the FP's basic features and the rules for presentation and defence.

1.1 What is the aim of the FP?

The Final Project is a module comprised in the syllabi of all official Advanced Qualifications.

The project can be done individually or in groups (with a maximum of three students, subject to authorisation by the FP Committee for the course in question).

The general focus of the FP should be to prove the students' general skills linked to the course, to prepare them to search for, manage, organise and process relevant data, usually within their field of study, and issue their own judgement based on reflections they make regarding issues of social, scientific, technological or ethical relevance, with a view to developing critical, logical and creative thinking.

1.2 Types

There are various types of FPs:

1) Experimental projects linked to the course, which are carried out according to the guidelines set by the Academic Department.

1.3 How to access a FP

When instructed by the Centre, the relevant Academic Department will issue a FP proposal, which students will compete for depending on their degree of fulfilment of the requirements, when proposal calls are arranged during each academic year. The Academic Departments will be in charge of organising and tutoring FPs.

1.4 Scope and length

Bearing in mind the foregoing, FPs should be proposed in such a way that the students are able to complete them with the dedication and effort they would devote to one semester (i.e. 30 credits or 750 hours of work altogether).

taking into account the type of FPs mentioned above, they are to be written and submitted together with all of the material required by the corresponding Department. FPs should have an approximate length of 7,000 to 12,000 words (as a guideline only), including the table of contents and bibliography. FPs should be presented in printed form (in which case, the explanatory memorandum is to be bound together with the project such that they comprise a single document) or digital or graphical form (in which case, the explanatory memorandum should be attached as a single printed document).

In any case, the most important requirement is that the text should prove that work has been carried out in accordance with the following premise: "The general focus of the FP should be to prove the students' general skills linked to the course, to prepare them to search for, manage, organise and process relevant data, usually within their field of study, and issue their own judgement based on reflections they make regarding issues of social, scientific, technological or ethical relevance, with a view to developing critical, logical and creative thinking." It should also prove that the student has dedicated the time and effort required for the number credits a FP is equivalent to.

1.5 Authorship

Authorship will be governed by applicable regulations at any given time.

2. PROJECT DEFENCE AND STRUCTURE

2.1 Defence

Students will be able to defend their FPs during the various calls organised by the Centre. The number of copies to be submitted and the additional documents required will be established in the terms and conditions of each call by the relevant Academic Department.

2.2 How to write a FP

Final Projects are a task in which students should combine the knowledge and skills they have acquired throughout their entire time in training. Therefore, these guidelines should not be taken as a strict formula, but rather as a general outline of the basic structure of the project, which is to be designed jointly by the student and the tutor.

This section contains a description of the formal requirements for organisation and presentation.

These requirements are to be taken into consideration for written FPs when they adopt the form of a bibliographical review or research project, as well as for the memoranda that are enclosed with experimental projects or other kinds of projects conducted as

part of the faculty's qualifications. Using this guide as a basis, each project should then be adjusted to the nature of the specific assignment and its results.

2.2.1 FP structure

Conventional FPs should contain the following sections:

- 1) Cover.
- 2) Table of contents (with page numbers).
- 3) Abstract. 350 words plus Key Words.
- 4) Introduction. The project's objectives should be stated here. The introduction should contain a presentation featuring the project's objectives and hypothesis, a summary of the state of the art and observations on the structure used in the assignment.
- 5) Development. Divided into epigraphs. This is the longest section and is intended to contain the core of the project and the arguments supporting the main ideas and secondary ideas. A description is to be provided of the creative process applied to develop the project, the theoretical and academic foundations behind that creative process and the suitability (feasibility) of the product from a professional standpoint.
- 6) Conclusions. Final proposal. An organised and coherent recount of the ideas set forth in the introduction and development sections.
- 7) Press release. 350 words plus 3 photographs.
- 8) Bibliography. A list of the words that support the project, even if they have not been specifically used in the memorandum. Where possible, this should follow the examples given in these guidelines.
- 9) Annexes. Tables, charts, figures, graphs and any other form of complementary data.

2.2.2 Formal requirements

Below are a series of suggestions regarding formal layout with a view to setting a standard for final projects.

- Size of paper: A4
- Margins: Left: 3 cm
 Right: 3 cm
 Top: 2.5 cm
 Bottom: 2.5 cm
- Font:

USE	MINIMUM SIZE	MINIMUM LINE SPACING
1. Chapter	14 points	1.5 lines
1.1 Epigraph	12 points	1.5 lines

1.1.1 Sub-epigraph	12 points	1.5 lines
General text	12 points	1.5 lines
Citations (>4 lines)	11 points	1.5 lines
Tables and source	10 points	1.5 lines

- Section numbering:

1. Chapter
 - 1.1. Epigraph
 - 1.1.1. Sub-epigraph
 - 1.1.2. Sub-epigraph
 - 1.2. Epigraph
2. Chapter
 - 2.1. Epigraph
 - 2.1.1. etc.

- Cover. The following information is to be shown on the first page of the FP:

- IED Barcelona logo
- Logo of the collaborating company or brand
- Advanced qualifications, specialisation or course in question
- Project title
- Name of the author or authors, in alphabetical order.
- Name of the tutor
- Date of the project call to which it is submitted

2.2.3 Style requirements

Below are a series of suggestions with a view to standardising projects in terms of style.

Citations

When a citation is used in the text, the name of the author should be placed at the end in brackets, together with the year the quote was published and the page it is on: (McKee, 2004: 43). This reference refers the reader to the authors quoted, who are to be listed in the bibliography at the end of the FP.

Citations should be placed in double quotation marks (“ ”). Inside quotes, the single quotation marks will be used (‘ ’).

If citations take up more than four lines, they should be written in a separate indented paragraph with no quotation marks using font size 11.

When words are omitted from a citation, this is to be indicated using suspension points inside square brackets [...].

If external comments are placed inside the citation, square brackets should be used.

Foot notes

The author may make comments regarding the text by using foot notes, but only when absolutely necessary. Notes are to be numbered consecutively and indicated in superscript at the end of the comment: ⁵.

Cited bibliography (except in the memorandum, which can include the bibliography used). The last section of the FP will contain a list of the works referred to (except in creative projects, where the works that have been used but not referred to can also be included), in alphabetical order. This includes books, chapters, journals, articles, web sites and so on. Where possible, the author's full name should be stated (otherwise, initials will suffice).

Below are some examples:

- *One author of a book:*

Roda Fernández, Rafael (1989): *Mass communication media. Their influence on society and contemporary culture*. Madrid: Sociological Research Centre (SRC).

- *Two authors of a book:*

Shannon, C. Y Weaver, W. (1949): *The Mathematical Theory of Communication*. Urbana: The University of Illinois Press.

- *One author cited twice:*

Wolf, Mauro (1987): *Research into mass communication. Critical review and perspectives*. Barcelona: Paidós.

---- (1994): *The social effects of media*. Barcelona: Paidós.

- *The author of one chapter of a collective book:*

Tuchman, Gaye (1993): "Qualitative study methods of the news". In K. B. Jensen and N. W. Jankowski (eds.), *Qualitative methodologies of research in communication media* (pp. 99-115). Barcelona: Bosch.

- *The author of an article in a journal.*

Meyrowitz, Joshua (2008): "Power, pleasure, patterns: Intersecting narratives of media influence". *Journal of Communication*, 58 (4), pp. 641-663

- *The author of an article published on a web site:*

Aames, Ethan (2005): "Interview: Tom Cruise and Steven Spielberg on *War of the Worlds*". Cinema Confidential, June 28. Consulted on 30 May 2010 at www.cinecon.com/news.php?id=0506281

If the electronic resource in question has a DOI (Digital Object Identifier), this should be stated instead of the web site:

Kozinets, R.V., de Valck, K., Andrea C., Wojnicki, A.C. and Wilner, S.J.S. (2010): "Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities". *Journal of Marketing*, 74 (2), 71-89. doi: 10.1509/jmkg.74.2.71

- *Films*

Name of the film in the original language (year of production). Film directed by name of director. Place of production, producer. [Type of medium]

For instance:

Avatar (2009). Film directed by James Cameron. USA, 20th Century Fox / Lightstorm Entertainment / Giant Studios Inc. [DVD]

- *TV series*

Name of the series, season number, episode, name of episode in italics. (Year of production). Place of production, producer, date issued [Media format]

For instance:

White Collar, Season 1, Episode 3, *Book of Hours* (2009). USA, USA Network, 2010 [DVD]

Tables, charts, figures and graphs

If tables, charts, figures or graphs are used in the FP memorandum, they should be included in the annex at the end of the memorandum, after the bibliography, or inside the text.

- Tables should be used to show numerical data.
- Charts should be used to present textual data or information.
- Figures represent ideas using some form of graphic design.
- Graphs represent quantitative data using histograms, diagrams, pictograms, etc.

All of the above should be numbered according to the double numbering system: the first number for the chapter and the second number for its position inside the chapter. The following example refers to table 3, chapter 5:

Table 5.3: Spanish box office takings on 2011-07-20



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tel. +34 93 2385889
fax +34 93 2385909
info@bcn.ied.es
www.ied.es

3. PROJECT ASSESSMENT AND PRESENTATION

3.1 Type of assessment

Final Projects will be presented before the Assessment Committee, orally and publicly. Therefore, students are able to explain the knowledge they have expressed previously in writing (or in a similar project), using their own words before a qualified audience. Presentation time will not exceed 15 minutes per group.

This last stage calls the student's communication skills into play. Assessors will also value the students' ability to take in and command the knowledge acquired, the logical arguments behind their ideas, their ability to summarise, expressive ability and emotional control.

During the FP presentation, care should be taken to ensure precision, clarity and coherence in the student's answers to the questions or queries raised by the members of the Assessment Committee.

Minutes will be issued containing the result of the assessment.

3.2 Aspects subject to assessment

When preparing the project, the student should bear in mind the following aspects that the jury will consider in its assessment:

• Phase 1. Choice of topic

1.1. Stating the topic

The student should suitably state the topic by establishing and applying the criteria that have guided the student's choice and helped define the project's execution.

1.2. Initial documentary search into the topic chosen

This search should be performed by identifying and locating the most significant sources.

1.3. Establishing questions and/or goals to guide the project's execution

The student is to draw up a list of questions or functional objectives that will structure and guide the work carried out.

• Phase 2. Planning

The student should be capable of planning the project well in terms of organising and completing the elements that comprise the Final Project.

2.1. Identifying the key elements of the FP

The student should provide a precise definition of the project's structure and the foundations of its elements.

2.2. Organising the key elements of the FP

The student should explain the system applied to organise the project.

2.3. Timing the different stages of the project's performance

Students must prove that they have timed the project well according to their own abilities and official requirements.

• Phase 3. Development

The student should be capable of suitably and convincingly completing each of the key stages in the development of the project in an innovative way, focusing on achieving a scientific, creative and/or professionally applicable result.

3.1. Selecting the key sources used to build the theoretical reference framework of the FP

The student should be able to effectively identify literature and all kinds of sources linked to the topic and provide a list that is consistent with the FP's objectives.

3.2. Applying knowledge to build the theoretical framework

The student should be able to build a theoretical framework in a scientific format based on the information gathered and focusing on the goals set for the FP's execution

3.3. Gathering, analysing and processing data

The student should prove the ability to systematically and accurately analyse and process the data gathered, and produce a series of conclusions supported by theoretical foundations.

3.4. Good writing and command of the scientific field

The final report of the FP should be well-written, making good use of specialised jargon from the scientific field in question.

3.5. Using a creative approach to the project.

All of the previous points should be carefully thought out and the idea or solution should be original, novel and creative.

Use should be made of manual and computer tools that are typically used in the creative process so as to achieve an original, novel and creative result.

Intermediate delivery deadlines must be met and the schedule planned within the project by the student and/or by the client is to be observed.

3.6 Developing the project

The student must be capable of developing the idea or solution in depth within the technical framework of the conditions imposed (such as finance, production, time, sustainability, culture, functionality or form).

Use should be made of the techniques and tools (manuals and computing) needed to develop the idea properly and verify results.

Intermediate delivery deadlines must be met and the schedule planned within the project by the student and/or by the client is to be observed.

• Phase 4. Presentation

4.1. Rendering information correctly (ideas, problems and solutions), both orally and visually

The student's discourse should prove well-structured when presenting the core elements of the project developed, aided by the necessary visual elements. Altogether, this should enable someone who is unfamiliar with the project to understand it perfectly: its core theoretical framework, the information gathered and analysed, the conceptual criteria and its completion, as well as the reasons for developing the idea.

4.2. Communication should be technical (using real images, virtual images, models, prototypes, outlines, diagrams and sketches).

The physical and/or visual media elements should be prepared and presented such that they reinforce the credibility of the solution put forward and enable full comprehension of all of the aspects linked to the execution and development of the idea.

4.3 Submitting the mandatory documentation

The various documents required are to be submitted in the correct formats, as requested. Namely: 1) the completed project; 2) the conceptual and descriptive memorandum; and 3) the technical memorandum. These documents should allow a person who was not present during the oral presentation to learn the same information at least to the same extent as those who were present during said presentation, both in quantity and in depth. Complementary information may also be resorted to in order to pursue certain aspects in further depth when, owing to their complexity, shortage of time or to not being considered key aspects, such aspects have not been fully developed in the oral presentations with visual media.

4.4. Identifying and responding to the most significant issues raised by experts

The student should recognise the most important questions and answer them in a decisive and coherent manner, in line with the general idea of the project.

4. ANNEEXES

30 ECTS = 750h (200h face-to-face + 550h personal work)

(200h face-to-face = +/-9 hours of lectures per week)

(550h personal work = +/- 6 hours of work per day)

GENERIC STRUCTURE

Research (late February, early March) - 25% of the total grade:

Research is to be submitted individually. It should comprise the following elements:

- Research A: User/Object/Environment. Field work: Interviews, surveys, observation, co-creation.

Desk research: Bibliography, web sites, social networks, blogs.

- Research B: processing conclusions: Mind maps, research conclusions, mood board.

- Research D: To be defined by the thesis tutor. This part is related to the brief (linked to the client, markets, products, placement, benchmarking...). For Fashion qualifications, an A4 sketchbook will be required.

Development (April) - 25% of the total grade:

- Compilation memorandum: containing a compilation of all of the work carried out, including +/- 30 process drawings + 5 final drawings...

- Research memorandum: Final submission. A description of the motivations, strategies and research methodologies involved, as well as the conclusions that have given rise to the need to find solutions and design opportunities.

- Product memorandum: Temporary submission of outlines/prototypes, preferably at a scale of 1:1, for verification purposes.

- Technical memorandum: Partial submission of plans, 3D models, exploded-view drawings.

Final submission (June) - 50% of the total grade:

The Final Memorandum (roughly 7,000 to 12,000 words long) must include:

- Press memorandum: CV, 350 word text, 3 images + personal portfolio

- Project communication memorandum: photographs, mood board, videos, etc.

- Technical memorandum: description of materials, products, manufacturing processes, exploded-view assembly sequence drawings, plans (entire product, systems, assembly, parts), and generally any information needed to execute the project.

- Descriptive memorandum: texts, outlines, charts, illustrations, and generally any information that might help the reader to understand the needs, grounds, conclusions and concepts behind the project.

- End product memorandum: product.

- Compilation memorandum: a sketchbook and compilation of all of the work carried

out, including field work, desk research notes, and information management and analysis elements.

Advanced qualification in FASHION DESIGN

Research (late February, early March) - 25% of the total grade:

Research is to be submitted individually. It should comprise the following elements:

- Research A: User/Object/Environment (images taken by the student in Barcelona...).
- Research B: Mood board.
- Investigación C: Qualitative, quantitative and personal research (one target per student) comprising 5,000 words + 30 images + 1 conceptual video + conclusions.
- Research D: An A4 sketchbook including the student's concept of a collection, at least 100 sketches, fabrics, colours, silhouettes, tests on models, visual research, etc.

Development (April) - 25% of the total grade:

- Communication memorandum: a collection portfolio containing at least 15 looks, final photograph proposals, an illustration style proposal and a corporate image proposal.
- End product memorandum: toiles for looks 1-4, looks 1 and 2 rendered in the final fabric, and accessory proposals.
- Technical memorandum: drawings of 8 looks from the collection and final fabrics.
- Press memorandum: CV + conceptual text (50 words + 350 words).

Final submission (June) - 50% of the total grade:

The Final Memorandum (comprising 7,000 to 12,000 words), including an abstract, bibliography, table of contents, CV and texts (50 words + 350 words) and a personal showreel. This must include the following:

- Press memorandum: CV, texts (50 words + 350 words), 3 images + personal portfolio.
- Project communication memorandum: mood board, 15 final illustrations, photographs (catalogue), conceptual video, collection portfolio, corporate brand image.
- Technical memorandum: fabric catalogue, colour catalogue, and technical descriptions of the items shown on the 8 looks illustrated.
- End product memorandum: 6 full looks with accessories.
- Sketch memorandum: sketchbook

Advance qualification in STYLE AND FASHION COMMUNICATION

Research (late February, early March) - 25% of the total grade:

Research is to be submitted individually. It should comprise the following elements:

- Research A: User/Object/Environment (images taken by the student in Barcelona...).
- Research B: Mood board.
- Research C: Qualitative, quantitative and personal research (one target per student)

comprising 5,000 words + 30 images + 1 conceptual video + conclusions.

- Research D: An A4 sketchbook including the concept/target, fabrics, colour, silhouette, visual research into styles, accessories, setting, etc.

Development (April) - 25% of the total grade:

- Communication memorandum: An initial draft of the essay/grounding for the final book.
- End product memorandum: final proposals from the catalogue, publicity and publishing, draft proposal for a blog.
- Technical memorandum: pre-/post-production of the 3 final proposals, including a storyboard, casting, fitting, location, looks, accessories, equipment, etc.
- Press material: CV + conceptual text (50 words + 350 words).

Final submission (June) - 50% of the total grade:

The Final Memorandum (comprising 7,000 to 12,000 words), including an abstract, bibliography, table of contents, CV and texts (50 words + 350 words) and a personal showreel. This must include the following:

- Press memorandum: CV, texts (50 words + 350 words), 3 images + personal portfolio.
- Project communication memorandum: Mood board, conceptual video, a 350 word written essay for every 7 final proposals from the final book, explaining the choice of items, location, model, etc. This must include at least 30 images for reference.
- The student's corporate image (logo, cards, etc.).
- Technical memorandum: pre-/post-production of the 7 final proposals, including a storyboard, casting, fitting, location, looks, accessories, equipment, etc.
- End product memorandum: a book containing the seven final proposals for publishing, advertising/commercial, catwalk, catalogue, pack shot, visual display and blog, all linked to the initial target/concept researched.
- Sketch memorandum: an A4 sketchbook including the concept/target, fabrics, colour, silhouette, visual research into styles, accessories, setting, etc.

Advanced qualification in GRAPHIC DESIGN

Research (late February, early March) - 25% of the total grade:

Research is to be submitted individually. It should comprise the following elements:

- Research A: User/Object/Environment (images taken by the student in Barcelona...).
- Research B: Mood board.
- Research C: Qualitative, quantitative and personal research (one target per student) comprising 5,000 words + 30 images + 1 conceptual video + conclusions.
- Research D: To be defined by the tutor. This relates to the brief and should support the three previous research parts.

Development (April) - 25% of the total grade:

- Communication memorandum. Proposal of a logo, on-line and off-line communication campaign, pre-produced video.
- End product memorandum: proposals for the book or magazine in physical and interactive digital format, APPS, packaging, signage, web site, apps and a 30 second conceptual video in motion graphics.
- Technical memorandum: a corporate manual and its applications, a printed storyboard and a videoboard in digital motion graphics format.
- Press material: CV + the following in digital format (.pdf, .jpg/tiff):
Images: No more than 3 general photographs from the project and 5 showing details or parts of the project.
Photographs must be well-lit and revealed in the medialab.
(photo, sketch, render) HIGH. Resolution: 350 dpi; Document size: A2 (42x59.4 cm)
Format: TIFF
(photo, sketch, render) LOW. Resolution: 72 dpi; Document size: A2 (42x59.4 cm)
Format: .jpg
Videos: format .MOV or compressed AVI in h264".
Size: maximum 1920x1080 and minimum 1280x720 (HD) fps=25.
Texts: Project descriptions should not exceed 50 words.
.doc FORMAT ONLY. OTHER FORMATS WILL NOT BE ACCEPTED (.docx, .page, etc.).
- Full name of the student or students (please provide real names as alias may lead to confusion). If students already have qualifications, state this after the full name.
- Project title
- Collaborating company
- Subject name
- Course year and academic year
- Name of teacher(s)
- Project summary - 50 words

Final submission (June) - 50% of the total grade:

The Final Memorandum (comprising 7,000 to 12,000 words), including an abstract, bibliography, table of contents, CV and texts (50 words + 350 words) and a personal showreel. This must include the following:

- Press memorandum: CV, texts (50 words + 350 words), 3 images + personal portfolio.
- Project communication memorandum: a moodboard, photos and video (catalogue), conceptual video, final brand communication strategy and campaign, communication strategy, final event.
- Technical memorandum: a corporate manual and its applications, a printed storyboard and a videoboard in digital motion graphics format.
- End product memorandum: proposals for the book or magazine in physical and interactive digital format, APPS, packaging, signage, web site, apps and a 30 second

conceptual video in motion graphics.

- Backstage memorandum: backstage video.
- Expense memorandum: drawing up an estimated budget for an event and campaign.

Advanced qualification in GRAPHIC DESIGN specialising in MOTION GRAPHICS AND VIDEO

Research (late February, early March) - 25% of the total grade:

Research is to be submitted individually. It should comprise the following elements:

- Research A: User/Object/Environment (images taken by the student in Barcelona...).
- Research B: Mood board.
- Research C: Qualitative, quantitative and personal research (one target per student) comprising 5,000 words + 30 images + 1 conceptual video + conclusions.
- Research D: To be defined by the tutor. This relates to the brief and should support the three previous research parts.

Development (April) - 25% of the total grade:

- Communication memorandum: Proposal for narrative, setting, scenes, characters, framing and pre-production video (of variable duration to produce a documentary or short film).
- End product memorandum: proposals for a magazine in physical and interactive digital format APPS, packaging and an audiovisual piece (of variable duration to produce a documentary or short film).
- Technical memorandum: printed storyboard, details of the five fundamental framing angles, camera and optics used for details, setting, scenes, characters, framing and a digital videoboard of the audiovisual piece (of variable duration to produce a documentary or short film).
- Press material: CV + the following in digital format (.pdf, .jpg/.tiff):

IMAGES: No more than 3 general photographs from the project and 5 showing details or parts of the project.

Photographs must be well-lit and revealed in the medialab.

(photo, sketch, render) HIGH. Resolution: 350 dpi; Document size: A2 (42x59.4 cm)

Format: TIFF

(photo, sketch, render) LOW. Resolution: 72 dpi; Document size: A2 (42x59.4 cm)

Format: .jpg

Videos: format .MOV or compressed AVI in h264".

Size: maximum 1920x1080 and minimum 1280x720 (HD) fps=25.

Texts: Project descriptions should not exceed 50 words.

.doc FORMAT ONLY. OTHER FORMATS WILL NOT BE ACCEPTED (.docx, .page, etc.).

- Full name of the student or students (please provide real names as alias may lead to

confusion). If students already have qualifications, state this after the full name.

- Project title
- Collaborating company
- Subject name
- Course year and academic year
- Name of teacher(s)
- Project summary - 50 words

Final submission (June) - 50% of the total grade:

The Final Memorandum (comprising 7,000 to 12,000 words), including an abstract, bibliography, table of contents, CV and texts (50 words + 350 words) and a personal showreel). This must include the following:

- Project communication memorandum: moodboard, photos and video (catalogue), conceptual video, audiovisual piece (of variable duration to produce a documentary or short film).
- Technical memorandum: printed storyboard, details of the five fundamental framing angles, camera and optics used for details, setting, scenes, characters, framing and a digital videoboard of the audiovisual piece (of variable duration to produce a documentary or short film).
- End product memorandum: proposals for a magazine in physical and interactive digital format APPS, packaging and an audiovisual piece (of variable duration to produce a documentary or short film).
- Backstage memorandum: backstage video.
- Expense memorandum: drawing up production costs.

Advanced qualification in PRODUCT/INTERIOR/TRANSPORT DESIGN

Research (late February, early March) - 25% of the total grade:

Research is to be submitted individually. It should comprise the following elements:

- Research A: User/Object/Environment (images taken by the student in Barcelona...).

The research conducted should cover 2 aspects: field work and desk research.

During field work, the student must apply research techniques that are suitable to achieve the best possible results. Such techniques can be qualitative, based on ethnography (defining people, extreme users, interviews, specific observations...), or quantitative (surveys, statistics, overall observations...).

The desk research part must meet the requirements specified in terms of management and source listing, and special attention should be paid to source reliability.

Presentation is to be made using images, diagrams, infographics, charts, illustrations and other tools that prove essential for a perfect understanding of the research conducted. This research work is intended to justify the creative decisions that are mentioned below.

The presentation is to be made orally and through document submission.

For the oral presentation, at least one form of visual aid should be used to complement the presentation (powerpoint, keynote, prezzi, etc.).

Furthermore, a document must also be submitted that will enable the reader to understand the challenges that arose during the research stage, the means used and the results obtained. The explanation should be at least as comprehensive as the oral presentation with visual aid. This documentary presentation may contain some of the elements used in the visual aid to the oral presentation, although they must be adjusted to the specificities of written media.

The graphics used in the documentary part of both presentations must be unique and allow each one to be recognised as part of a whole (except for the difference in media and format, and any small adjustments needed, such as a change in the size of photographs, the font, the size of the images, etc.).

The research conducted must focus on the relationship between person/user, object/space and surroundings.

The document must be comprised of at least 5,000 words. Qualitative interview. Quantitative interview.

- Research B: Final analysis conclusions. Conceptual proposal. Moodboard. The moodboard may be in physical or digital format and should discuss trends, materials, colour and other references that are considered to be suitable for the project.

The graphics used in the documentary part of both presentations must be unique and allow each one to be recognised as part of a whole (except for the difference in media and format, and any small adjustments needed, such as a change in the size of photographs, the font, the size of the images, etc.).

- Research D: To be defined by the tutor. This is related to the brief.

The research conducted should cover 2 aspects: field work and desk research. The goal of this research stage is to seek full comprehension of the project's context: market, customer placement, idiosyncrasies and peculiarities of the demand for the brief proposed.

During field work, the student must apply research techniques that are suitable to achieve the best possible results. Such techniques can be qualitative, based on ethnography (defining people, extreme users, interviews, specific observations...), or quantitative (surveys, statistics, overall observations...).

The desk research part must meet the requirements specified in terms of management and source listing, and special attention should be paid to source reliability.

The presentation is to be made orally and through document submission.

For the oral presentation, at least one form of visual aid should be used to complement the presentation (powerpoint, keynote, prezzi, etc.).

Furthermore, a document must also be submitted that will enable the reader to understand the challenges that arose during the research stage, the means used and

the results obtained. The explanation should be at least as comprehensive as the oral presentation with visual aid. This documentary presentation may contain some of the elements used in the visual aid to the oral presentation, although they must be adjusted to the specificities of written media.

The graphics used in the documentary part of both presentations must be unique and allow each one to be recognised as part of a whole (except for the difference in media and format, and any small adjustments needed, such as a change in the size of photographs, the font, the size of the images, etc.).

Development (April) - 25% of the total grade:

Free-style presentation: Each group must find a way to make a graphic presentation of their project in line with its concept (i.e. defining the concept in relation to the theme of the project), using the basic elements needed to understand the project.

This graphic presentation should follow the guidelines for the piece submitted earlier during the research stage, though it may be altered and improved according to the progress made in the project.

Digital submission in 2 formats: .pdf

LOW max 10mb

HIGH max 100Mb

Demos/models at a scale of 1:1 (for the product), where possible.

- Sketch memorandum:
- photographs of the demos mentioned above in sketch form, using them as a reference for proportions, volumes and so on.
- colour drawings using photographs, demos or plans as a base and adjusting them to the project's proportions.
- a storyboard of how the user will behave, starting with the scale of the space designed until the specific product is obtained.
- a storyboard of the video and proposal of the means needed for production.
- a proposal of materials and production processes with an estimate of the cost per unit and the investment involved (if requested in the client's brief).
- Basic exploded-view of the assembly sequence.

- Technical memorandum: plans

- Definition of basic plans and examples of the materials to be used.

Creating and printing basic views of the plans of the volume: profile, section, base, front and scale dummies. Each view is to be printed on A3 for correction.

- Product memorandum (prototypes, models)

- Logo proposal
- Technical and volumetric models, as well as packaging and labelling, 1:1 if any (as well as the models created thus far).

Preparing a list of materials (bear in mind the format of the model and the global structure of the final model for presentation; for the time being, a common model scale is defined for everyone: 1:1, 1:4, 1:10, 1:20 and a maximum of 1:50).

- Press material:

A list of the materials needed for the press, all in digital format: .pdf, jpg/tiff

- Images:

No more than 3 general photographs from the project and 5 showing details or parts of the project.

Photographs must all be well-lit, using a digital reflex camera (cameras are available for students at the mediaLab workshop if necessary).

Rendering must be done in the sizes specified below. Do not force or expand images using Photoshop later.

(photo, sketch, render) HIGH:

Resolution: 350 dpi; Document size A2 (42x59.4 cm); Format: TIFF

(photo, sketch, render) LOW:

Resolution: 72 dpi; Document size A2 (42x59.4 cm); Format: jpg

- Videos:

Format: .MOV or compressed AVI in h264".

Size: maximum 1920x1080 and minimum 1280x720 (HD)

fps=25 (photograms per second).

References and notes to help understand a video file.

Here is a link to an article explaining the basic concepts of compression:

http://help.adobe.com/en_US/mediaencoder/cs/using/WSb8e30982e628fbec0e59e6131255b4dd2-8000.html

Adobe Media Encoder (which is installed together with After effects or Premiere) has several preset modes that can guide you throughout the encoding process.

There is also a list of sites where you can download royalty-free music to use in your videos.

Texts:

The text formats accepted are .doc or .pdf.

- Full name of the student or students (please provide real names as alias may lead to confusion). If students already have qualifications, state this after the full name.
- Project title
- Collaborating company

- Subject name
- Course year and academic year
- Name of teacher(s)
- Project summary - 50 words

The following questions must be answered:

When describing an object, it is important to bear in mind its name, as this will help us to identify it and refer to it, as well as its most significant features.

Selecting and organising the chosen features:

- Requirements for the brief submitted and the concept of the project proposed by the student.
- Materials used, colour, shape, size, appearance, texture.
- Parts that comprise the object.
- Function of the object: explaining what it is used for and linking this function to the previous sections.

Final submission (June) - 50% of the total grade:

- Presentation in Public.

Free-style presentation: Each group must find a way to make a graphic presentation of their project in line with its concept (i.e. defining the concept in relation to the theme of the project), using the basic elements needed to understand the project.

Digital submission in 2 formats: .pdf

LOW max 10mb

HIGH max 100Mb

The Final Memorandum (comprising 7,000 to 12,000 words, including an abstract, bibliography, table of contents, CV and texts – 50 words + 350 words, personal showreel). This must include the following:

- Sketchbook memorandum:

A book (A4) including all of the creative drawings, ideas, sketches... as well as all of the most important aspects in the research stage, the development stage and a description of the target. At least 40 pages long.

- Technical memorandum:

Defining the basic views and providing examples of the materials used.

Creating and printing basic views of the plans of the volume: profile, section, base, front and scale dummies. Each view is to be printed on A3 for correction.

All of the technical plans needed to produce the project should be at a scale of 1:50 and include constructive details on the most important elements at a scale of 1:1, 1:4, 1:10

or 1:20, depending on which is most suitable for the purpose.

Materials (features, uses and sustainability),

2-3 plans in .jpg HIGH 350 dpi, size 42x59.4cm

- Product memorandum (prototypes, models):

Logo proposal.

Providing all of the models from the entire process.

Spacial models: the scale is to be arranged with the Thesis Director. 1:50 or 1:20.

1:1 model of the object and/or packaging if necessary.

- Expense memorandum: (for Product and Interior Design, if specified in the project brief, and for Design Management and Innovation):

For innovation projects, see the document enclosed on the market of ideas.

Drawing up a budget estimate.

- Press material:

Corporate/Conceptual video that can be used for different events, activities and formats, expressing what it is, its value, the feelings the product conveys, the lifestyle, etc.

A list of the materials needed for the press, all in digital format: .pdf, jpg/tiff

- Images:

No more than 3 general photographs from the project and 5 showing details or parts of the project.

Photographs must all be well-lit, using a digital reflex camera (cameras are available for students at the mediaLab workshop if necessary).

Rendering must be done in the sizes specified below. Do not force or expand images using Photoshop later.

(Photo, sketch, render) HIGH:

Resolution: 350 dpi; Document size A2 (42x59.4 cm); Format: TIFF

(Photo, sketch, render) LOW:

Resolution: 72 dpi; Document size A2 (42x59.4 cm); Format: jpg

-Videos:

Format: .MOV or compressed AVI in h264".

Size: maximum 1920x1080 and minimum 1280x720 (HD)

fps=25 (photograms per second).

References and notes to help understand a video file.

Here is a link to an article explaining the basic concepts of compression:

http://help.adobe.com/en_US/mediaencoder/cs/using/WSb8e30982e628fbec0e59e6131255b4dd2-8000.html

Adobe Media Encoder (which is installed together with After effects or Premiere) has several preset modes that can guide you throughout the encoding process.

There is also a list of sites where you can download royalty-free music to use in your videos.

- Full name of the student or students (please provide real names as alias may lead to confusion). If students already have qualifications, state this after the full name.
- Project title
- Collaborating company
- Subject name
- Course year and academic year
- Name of teacher(s)
- Project summary - 50 words

The following questions must be answered:

When describing an object, it is important to bear in mind its name, as this will help us to identify it and refer to it, as well as its most significant features.

Selecting and organising the chosen features:

- A brief of the brief of the project itself, as proposed by the student.
- Materials used, colour, shape, size, appearance, texture.
- Parts that comprise the object.
- Function of the object: explaining what it is used for and linking this function to the previous sections.

Features that describe a setting largely consist of short sentences and follow a logical order so as to lay out the elements in a clear manner, from top to bottom or from left to right.