

DESIGN PROGRAM

Design Program (2009)	
Title	Designer
Level	Undergraduate
Duration	8 semesters
Number of credits	134 (excluding Spanish requirements)
Class time	Day
Modality	Full-time
SNIES Code	2531

1. Graduate Profile

The Design Department at the *Universidad de los Andes* is an academic space of excellence, where professionals with leadership potential, creative capacity and innovative attitude are formed.

Its graduates can tackle reality in a critical and flexible way from different design dimensions, in which new knowledge and environmental opportunities join and produce concrete answers.

The changing world offers opportunities of growing diversity to the Uniandino designer, enabling him/her to build his/her own profile and direct his/her professional exercise towards research, the development of new products, services and experiences, design strategy generation and artistic direction.

2. WHY STUDY DESIGN AT THE *UNIVERSIDAD DE LOS ANDES*?

The Uniandino designer is a manager, an innovator, someone with the capacity to take on reality as a strategist: understand it, participate in it and modify it.

The Uniandino designer is a being of possibilities, not limits. He/she is someone who breaks and creates paradigms. He/she is a being in the vanguard.

For us, teaching design starts with recognizing the autonomy of the future designer as a source of his/her creative talent and self-construction. In addition to learning to configure, compose and specify objects or messages, the student finds something to say: an opportune discourse, interesting, that commits an active and intelligent audience. It is an endeavor to awake an original and personal voice, and a competent technique.

In our program, the student assumes a leadership position in his/her learning process and responsibility for his/her decisions and arguments. The professor, with his/her experience and knowledge specialty promotes autonomy and guides the process in the learning environment.

The student can direct his/her studies towards the product emphasis or the emphasis for communication. We offer a curricular program with many electives (48%) to allow the student to develop his/her professional interest map and adjust it with courses from other programs in a framework of inter-disciplinary work.

to assume personal and social commitments, the interaction with the working world, skills for working as part of a team and sharing knowledge with others, to self-evaluate one's processes and results, respond for one's actions, drive change and transform reality with ethics and creativity.

4. STUDY PLAN CATEGORIES

The categories are the groups of courses that fulfill a common function in the study plan. The curricular network of the Design program is composed of three categories: Studies, Media and Emphasis.

Studies

The study is a space for reflection, discussion, experimentation and application of knowledge for design; it looks to promote autonomy, creativity and teamwork with the professor's guidance and advice. The central activity revolves around the development of a project in which the student discovers what there is to design and how to do it well. The study of design is the central pillar of the program.

Media

The media are the raw material of the designer's work. Upon them the designer captures his/her ideas and expresses his/her sensitivity. A designer is capable of making use of the media when he/she understands their origins in the human, the historical and the technical. The program offers a wide range of courses, from traditional to new media.

Emphasis

The emphasis provides the theoretical and conceptual elements to begin project development (in the study category) and the exercise of appropriating and creating a medium (in the media category).

The program offers two tracks that are complementary to learning the topic of design, the student can choose one of the two, his/her choice is made at the beginning of the third semester with the enrollment in the corresponding courses. (the advisor will help guide this decision)

5. EMPHASES THAT THE PROGRAM OFFERS

Emphasis in Design for Communication. Assumes that the communication process is an act of Design and the message is the product. In this way, the image, the movement image, the graphic, the information, the interaction, the experience and the environment are designed and converted into products that tell stories and establish relationships between people and the environment.

Emphasis in Product Design. Provides the knowledge and know-how necessary to integrally and critically confront experiences and designs for different media.

This emphasis develops the student's sensitivity and skills in order to define the identity and configuration of products and services, their components, their functions and their relation to people and the environment.

The emphasis adopts the physical and esthetic experiences incorporated in value formation, from the product to the society; in this way it integrates each designed element into a more complex system, such as the industrial, the technological, the economic, the social, the environmental and the cultural.

6. STUDY PLAN

The undergraduate program has a duration of 4 years (8 semesters). The first year of formation looks to provide a foundation for the student with the basic design concepts, the second year, the emphasis cycle during which the student can choose to enter one or two of the emphases and in the last two years the student undertakes advanced studies in the selected emphasis.

Required courses for the product emphasis.

Product 1, product 2, product 3 and product 4. Preferably, the student takes these courses during the second and third year of the degree program (emphasis cycle). In Product Design, the student studies four different and complementing dimensions: experience, culture, development and strategy.

Required courses for the design for communication emphasis

Communication 1, communication 2, communication 3 and communication 4. Preferably, the student takes these courses during the second and third year of the degree program (emphasis cycle).

Design for Communication builds the concepts from four perspectives: Sensory, narrative, performing and interactive.

If the student is doing a double emphasis, he/she should take the aforementioned courses (Product 1, 2, 3 and 4, Communication 1, 2, 3, and 4, 4 Communication Electives and 4 Product Electives), which involves approximately one additional semester of study (18 credits).

The Study Plan also offers a great variety of traditional and new media courses for this cycle, according to the vocational inclination of the student, who can choose the media for specialization in one of the emphases or choose a diverse panorama of the media, providing a combined vision.

The basic media are courses focused on providing flexible tools for design and prototyping. They are offered during the first year of the degree program (basic cycle), and are useful for confronting the design challenges and problems that will follow.

The media, in short, are courses offered during the second and third year of the degree program (emphasis cycle) and are specialized according to the topic. In these courses, one studies each medium and learns to design with it, from the conception to the specification and production of final works.

Required media courses

The media courses are equally valid for either of the two emphases. However, it is important to consult with one's advisor in order to establish an appropriate track for the professional project and aptitudes of each student.

One must enroll in two courses of Basic Media A (6 credits), usually in the first semester. Two Basic Media B courses, in the second. There are a variety of available courses, and the student can choose according to the aptitudes that he/she prefers. If one wants to complement his/her formation later in the degree program with an additional basic medium, it is permitted.

The students should enroll in two courses (6 credits) of Media A that introduce basic design and the morphology of each medium from the multidimensionality incorporating technical principles, human factor and history, two courses (6 credits) of Media B (focused on the resolution of design problems relative to the medium, providing technological elements, effects of the human experience, state of the art and design tendencies.) and one media elective (3 credits) that leads to Study 6 of the Program, where the resulting project exhibits a maturity appropriate for the medium's own productive organizations or media chosen by the student.

The program determines a minimum number of 27 credits, or 9 courses, in the media category, but we encourage the students to deepen their knowledge with more courses of interest. The list is long and adjusted according to the demand and availability of topics.

Advanced Studies Cycle, semesters 7 and 8

This cycle has the objective of aiding the student as he/she integrates the contents, methodologies, research techniques and media in the selected emphasis (or emphases) to create a graduation project. In this cycle, the student experiments with his/her own abilities in the professional practice of design; in Study 7 the student assumes the role of the designer in a working group in order to develop a project of high complexity and resolution around the big topics and in Study 8 he/she must decide on the topic of a design project in the chosen emphasis. To finish the cycle the student presents a graduation project in which he/she identifies an opportunity in design, autonomously proposing the problem and the solution with a holistic and integral perspective defining how it adds value and forms reality.

MODEL PROGRAM

In order to fulfill the Spanish Requirement the student can select one of the following courses: HUMA1330 or LENG1501

The foreign language rule demands that the students fulfill two requirements:

1. English reading requirement LENG2999
2. Second language proficiency requirement LENG3999

BASIC CYCLE: EMPHASIS IN PRODUCT DESIGN AND DESIGN FOR COMMUNICATION

FIRST SEMESTER		
CODE	NAME OF COURSE	CREDITS
DISEXXXX2	Basic Sciences	3
DISEXXXX	Basic Media A	3
DISEXXXX	Basic Media A	3
DISE1106	Study I	4
DISE1204	History of Design I	3
TOTAL CREDITS		16

SECOND SEMESTER		
CODE	NAME OF COURSE	CREDITS
DISE1107	Study II	4
DISE2200	Visual Cultures	3
DISEXXX2	Basic Sciences	3
DISEXXXX	Basic Media B	3
DISEXXXX	Basic Media B	3
TOTAL CREDITS		16

EMPHASIS CYCLE: EMPHASIS IN PRODUCT DESIGN

THIRD SEMESTER: EMPHASIS IN PRODUCT DESIGN		
CODE	NAME OF COURSE	CREDITS
CBU	Basic Cycle Course Uniandino	3
DISEXXXX	Media A	3
DISE2100	Study III	4
DISE2300	Product I	3
REQESPA	Spanish Requirement	3
TOTAL CREDITS		16

FOURTH SEMESTER: EMPHASIS IN PRODUCT DESIGN		
CODE	NAME OF COURSE	CREDITS
DISE2101	Study IV	4
CBU	Basic Cycle Course Uniandino	3
CBU	Basic Cycle Course Uniandino	3
DISE2301	Product II	3
DISEXXXX	Media A	3
DISEXXXX	Media B	3
TOTAL CREDITS		19

FIFTH SEMESTER: EMPHASIS IN PRODUCT DESIGN		
CODE	NAME OF COURSE	CREDITS
DERE1300	Constitution and Democracy	3
CBU	Basic Cycle Course Uniandino	3
DISEXXXX	Media B	3
DISEXXXX	Design Elective	3
DISE2102	Study V	4
DISE2303	Product III	3
TOTAL CREDITS		19

SIXTH SEMESTER: EMPHASIS IN PRODUCT DESIGN		
CODE	NAME OF COURSE	CREDITS
CBU	Basic Cycle Course Uniandino	3
DISEXXXX	Media Elective	3
DISEXXXX15	Study VI	3
DISEXXXX	Design Elective	3

DISE2309	Product IV	3
DISEXXXX	Product Elective	3
LENG2999	English Reading Requirement	0
TOTAL CREDITS		18

ADVANCED STUDIES CYCLE: EMPHASIS IN PRODUCT DESIGN

SEVENTH SEMESTER: EMPHASIS IN PRODUCT DESIGN		
CODE	NAME OF COURSE	CREDITS
CBU	Basic Cycle Course Uniandino	3
XXXX	Elective Course	3
DISEXXXX	Product Elective	3
DISEXXXX	Communication Elective	3
DISEXXXX	Design Elective	3
DISEXXXX27	Study VII	3
TOTAL CREDITS		18

EIGHTH SEMESTER: EMPHASIS IN PRODUCT DESIGN		
CODE	NAME OF COURSE	CREDITS
XXXX	Elective Course	3
LENG3999	Foreign Language Requirement	0
DISEXXXX	Communication Elective	3
DISEXXXX15	Product Elective	3
DISEXXXX	Design Elective	3
DISE3134	Study VIII	3
TOTAL CREDITS		15

EMPHASIS CYCLE: EMPHASIS IN DESIGN FOR COMMUNICATION

THIRD SEMESTER: EMPHASIS IN DESIGN FOR COMMUNICATION		
CODE	NAME OF COURSE	CREDITS
CBU	Basic Cycle Course Uniandino	3
DISEXXXX	Media A	3
DISE2100	Study III	4
DISE2300	Communication I	3
REQESPA	Spanish Requirement	3
TOTAL CREDITS		16

FOURTH SEMESTER: EMPHASIS IN DESIGN FOR COMMUNICATION		
CODE	NAME OF COURSE	CREDITS
DISE2101	Study IV	4
CBU	Basic Cycle Course Uniandino	3
CBU	Basic Cycle Course Uniandino	4
DISE2301	Communication II	3
DISEXXXX	Media A	3

DISEXXX	Media B	3
TOTAL CREDITS		19

FIFTH SEMESTER: EMPHASIS IN DESIGN FOR COMMUNICATION		
CODE	NAME OF COURSE	CREDITS
DERE1300	Constitution and Democracy	3
CBU	Basic Cycle Course Uniandino	3
DISEXXX	Media B	3
DISEXXX	Design Elective	3
DISE2102	Study V	4
DISE2303	Communication III	3
TOTAL CREDITS		19

SIXTH SEMESTER: EMPHASIS IN DESIGN FOR COMMUNICATION		
CODE	NAME OF COURSE	CREDITS
CBU	Basic Cycle Course Uniandino	3
DISEXXX	Media Elective	3
DISEXXX15	Communication VI	3
DISEXXX	Design Elective	3
DISE2305	Communication IV	3
DISEXXX	Communication Elective	3
LENG2999	English Reading Requirement	0
TOTAL CREDITS		18

ADVANCED STUDIES CYCLE: EMPHASIS IN DESIGN FOR COMMUNICATION

SEVENTH SEMESTER: EMPHASIS IN DESIGN FOR COMMUNICATION		
CODE	NAME OF COURSE	CREDITS
CBU	Basic Cycle Course Uniandino	3
XXXX	Elective Course	3
DISEXXX	Product Elective	3
DISEXXX	Communication Elective	3
DISEXXX	Design Elective	3
DISEXXX27	Study VII	3
TOTAL CREDITS		18

EIGHTH SEMESTER: EMPHASIS IN DESIGN FOR COMMUNICATION		
CODE	NAME OF COURSE	CREDITS
XXXX	Elective Course	3
LENG3999	Foreign Language Requirement	0
DISEXXX	Communication Elective	3
DISEXXX15	Product Elective	3
DISEXXX	Design Elective	3
DISE3134	Study VIII	3
TOTAL CREDITS		15