

DESIGN STUDIO I

IE University

Professor: **RICARDO OSTÁRIZ HERAS**

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Academic year: 22-23

Degree course: SECOND

Semester: 1º

Category: BASIC

Number of credits: 9.0

Language: English

PREREQUISITES

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SUBJECT DESCRIPTION

The **Design Studio I** subject focuses on the first phases of the design process: the **CONCEPT** in which the operations of a conceptual and analytical nature (definition of the problem, historical analysis and proposal of solutions) have a priority value to reach a formal result.

Mainly because they will form a solid foundation for the further development of design practice, a good ability to conceptualize is essential in any outstanding design project. Therefore, it will be necessary to compare the project proposal with success stories and alternative solutions to achieve the most appropriate option for the objective pursued.

Teaching focused on the field of visual design covers applications such as graphic design, branding or visual design oriented to the digital sphere. Therefore, the work in the workshop will focus on graphic aspects and representation of visual design projects.

The focus of the works will be structured around concepts such as color, scale, composition, design and typography, display and collage, visual patterns and rhythm. All this, without forgetting the key importance that the strategic and conceptual part has as a basis and foundation of all visual development.

OBJECTIVES AND SKILLS

1. Put into practice and complete the knowledge acquired in the previous course.
2. Understand the needs and the different phases of a Visual Design project.
3. Understand what the discipline of Branding is, as well as the particularities (phases, tool exercises,...) of a complete brand creation project, from the analysis and definition of strategy to visual solutions.
4. Know and participate actively in ideation and conceptualization workshops for a later development of visual solutions.
5. Acquire technical knowledge and deepen concepts and qualities of Visual Design, such as color theory, typography, basic shapes, photographs and illustrations, animation, etc... as well as the tools to combine them optimally: rules of compositions, grids, etc...

6. Put into practice and improve public presentation skills, optimizing the capabilities of synthesis and hierarchy of ideas.
7. Put in practice how to document and monitor the different phases of the project, with the aim of forming a final document that serves as a summary for consultation and exposure of what has been worked on.
8. Encourage debate, discussion and contrast of ideas through group work, placing special emphasis on the development of the specific qualities of each individual.

METHODOLOGY

The course runs through all the different stages of a Visual Design project, in this case a Branding one, from Strategy to Development: Discover, Define & Design, from the reading of the briefing by the professor, to the final presentation.

Throughout the four months students will learn about each of the stages of the project and will have to solve the different tasks included in them, prior lecture of the teacher with the theoretical contents to perform the practice that are associated with it, according to the project phase where students are: strategy, typography, color, composition and grids, master artworks, documentation, etc. ... Regularly, students will present briefly and concisely but justified their progress, with the addition of two main presentations in front of a jury that will take place at the end of the course, and in the middle of it.

Classes will be composed of the following activities:

- Lectures : in which the professor will introduce the students to the theory about techniques and design tools related to the phase of the project in which the students are. As a general rule, these Lectures will be taught in the first session of each day, and will be composed of theoretical content, history and anatomy of design, case studies, etc...
- Workshop : for some tasks, such as the creation of the Idea, Values ??and Personality of the brand, practical workshops will be held with ideas and conceptualization exercises, used in actual Branding projects. In this way the students will not only solve their Tasks but they will also learn techniques used by brand consultants and design studios.
- Work sessions : in which students will work with their team mates to solve the proposed task for the phase of the project in which they are. These work sessions may consist of analysis, research, conceptualization and / or practical visual design exercises. The professor will accompany, guide and solve the doubts the students have during these sessions and through the Discussion Board
- Presentations : on a regular basis (every two working days / six sessions), the students will have to present the advances of the day to the rest of their classmates; usually in the form of brief presentations and justifying their solutions. Apart of face to face, the Discussion Board will be the preferred tool for this purpose. By this, the students, not only put into practice and improve their presentation skills in public (or client), but they will know tools and formats associated with such necessary activity.
- Debates : both planned and improvised, the professor will initiate classroom discussions about the activity carried out at the time, inviting students to put their opinions, ideas, and thoughts on the subject in public, and encouraging group discussion for an optimization of practical results.

Material requirements: This subject requires the use of a laptop with design software (Illustrator, Photoshop, Keynote...) in most of the classes for activities like researching, designing and preparing the presentations. Blank notebooks, post-its and pencils / pens will also be needed for conceptualizing and sketching ideas.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	26.67 %	60 hours
Discussions	35.56 %	80 hours
Exercises	8.89 %	20 hours
Group work	20.0 %	45 hours
Other individual studying	8.89 %	20 hours
TOTAL	100.0 %	225 hours

PROGRAM

SESSIONS 1 - 2 (LIVE IN-PERSON)

WEEK 1. DAY 1

INTRODUCTION TO CONCEPTUALIZATION

This first week will serve as an introduction to the course and presentation of the students and the professor. Students will receive their first lessons on how to conceptualize and will carry out different practical exercises where they apply the analysis, conceptualization and visualization of ideas. Also, as a complement, we will see the TED talk "*Why city flags may be the worst-designed thing you've never noticed*" by Roman Mars, which includes a description of the basic principles of graphic design.

SESSIONS 3 - 4 (LIVE IN-PERSON)

WEEK 1. DAY 2

INTRODUCTION TO CONCEPTUALIZATION

This first week will serve as an introduction to the course and presentation of the students and the professor. Students will receive their first lessons on how to conceptualize and will carry out different practical exercises where they apply the analysis, conceptualization and visualization of ideas.

We will start with the theoretical lecture: Fundamentals of Branding: Theoretical presentation about what Branding really is and its fundamentals. The students will learn about the Brand Idea, Personality, Values and key concepts in the creation of brands such as Authenticity, Consistency, Coherence and Relevance.

The last session will end with the description and briefing of the project to be carried out during the course. Groups for the project will be created, four students each group. As homework for the following week, students will have to develop an analysis and visual presentation related to the assigned project.

SESSIONS 5 - 6 (LIVE IN-PERSON)

WEEK 2. DAY 3

DISCOVER PHASE

The students will present the results of the Discover phase of their projects and will receive the corresponding feedback from the professor, both in the content and in the visual part of the presentations. The talk "Passion and profession" will be given, which will help students to know all the possible directions, positive and negative, that the life of a designer can take and how the different decisions influence their development, whatever the discipline. This presentation will also serve as a model to teach students how to improve the quality of their presentations, both visually and in terms of performance.

SESSIONS 7 - 8 (LIVE IN-PERSON)

WEEK 2. DAY 4 DISCOVER PHASE

Once the presentations have been reviewed and corrected, a practical workshop will be held, with exercises of branding methodologies, with the aim of finding the key attributes of the project, and prioritizing them in terms of importance and relevance, in order to help defining the key concept that will guide the project throughout the course.

SESSIONS 9 - 10 (LIVE IN-PERSON)

WEEK 3. DAY 5 DEFINITION PHASE

In this week's sessions we will finish defining the concept of each project and we will work on the references phase. The students will learn methodological techniques on how to work with words, including synonyms and meanings of the defined idea, which will serve as a guide to be able to carry out all the visual manifestations. In addition, reference and inspiration visual mood boards will be developed based on the defined concepts.

SESSIONS 11 - 12 (LIVE IN-PERSON)

WEEK 3. DAY 6 DEFINITION PHASE

In this week's sessions we will finish defining the concept of each project and we will work on the references phase. The students will learn methodological techniques on how to work with words, including synonyms and meanings of the defined idea, which will serve as a guide to be able to carry out all the visual manifestations. In addition, reference and inspiration visual mood boards will be developed based on the defined concepts.

SESSIONS 13 - 14 (LIVE IN-PERSON)

WEEK 4. DAY 7 THEORY AND PSYCHOLOGY OF COLOR

In this week's sessions we will learn all the theoretical and practical aspects related to color, including its physical definition, the different color modes for light and print, the naming and coding of colors in graphic design and their psychological perception according to different geographical contexts. The students will start translating the defined concepts of their projects to chromatic ideas, color palette and color harmonies.

SESSIONS 15 - 16 (LIVE IN-PERSON)

WEEK 4. DAY 8 THEORY AND PSYCHOLOGY OF COLOR

In this week's sessions we will learn all the theoretical and practical aspects related to color, including its physical definition, the different color modes for light and print, the naming and coding of colors in graphic design and their psychological perception according to different geographical contexts. The students will start translating the defined concepts of their projects to chromatic ideas, color palette and color harmonies.

SESSIONS 17 - 18 (LIVE IN-PERSON)

WEEK 5. DAY 9

BASIC SHAPES AND DESIGN SYSTEM

In this week's sessions we will work with the basic shapes and how they can visually convey the concept defined in the previous phase. As part of the theoretical lessons, Gestalt theories of perception will be studied and we will also learn about modular design systems, and how the combination of geometric modules and grids serves as the basis for the composition and development of visual identity. Theoretical aspects and practical exercises will be worked on by each group.

SESSIONS 19 - 20 (LIVE IN-PERSON)

WEEK 5. DAY 10

BASIC SHAPES AND DESIGN SYSTEM

In this week's sessions we will work with the basic shapes and how they can visually convey the concept defined in the previous phase. As part of the theoretical lessons, Gestalt theories of perception will be studied and we will also learn about modular design systems, and how the combination of geometric modules and grids serves as the basis for the composition and development of visual identity. Theoretical aspects and practical exercises will be worked on by each group.

SESSIONS 21 - 22 (LIVE IN-PERSON)

WEEK 6. DAY 11

TYPOGRAPHY

In this week's sessions, students will discover all the basic aspects related to the history, design and use of fonts, including the different categories of families and their correct selection, the anatomy of the characters and glyphs and the relevant spaces in the composition of paragraphs. Based on design principles related to the concept of the projects, and with the help of the teacher, the optimal font families for each project will be selected.

SESSIONS 23 - 24 (LIVE IN-PERSON)

WEEK 6. DAY 12

TYPOGRAPHY

In this week's sessions, students will discover all the basic aspects related to the history, design and use of fonts, including the different categories of families and their correct selection, the anatomy of the characters and glyphs and the relevant spaces in the composition of paragraphs. Based on design principles related to the concept of the projects, and with the help of the teacher, the optimal font families for each project will be selected.

SESSIONS 25 - 26 (LIVE IN-PERSON)

WEEK 7. DAY 13

VISUAL DEVELOPMENT AND PRESENTATIONS

This week's sessions will have a major practical purpose in which the students will finish developing the assigned tasks related to the project, applying all the knowledge learned up to this point, in terms of color, design system and typography. In addition, the Midterm presentation will begin to be prepared, for which the appropriate methodologies, techniques, advice and resources will be explained to the students in order to improve their presentations, both visually and expressively.

SESSIONS 27 - 28 (LIVE IN-PERSON)

WEEK 7. DAY 14

VISUAL DEVELOPMENT AND PRESENTATIONS

This week's sessions will have a major practical purpose in which the students will finish developing the assigned tasks related to the project, applying all the knowledge learned up to this point, in terms of color, design system and typography. In addition, the Midterm presentation will begin to be prepared, for which the appropriate methodologies, techniques, advice and resources will be explained to the students in order to improve their presentations, both visually and expressively.

SESSIONS 29 - 30 (LIVE IN-PERSON)

WEEK 8. DAY 15

MIDTERM PRESENTATIONS

The students will present their progress up to this point, including the strategic part of the project and the work in progress on the basic elements of the visual identity, the visual language and design system. The specifications of the presentation (format and length) will be explained to the students by the professor in the previous class. All files will have to also be submitted on the Discussion Board (students will not be able to receive a final grade without posting their work). The Midterm Presentation is 10% of the final grade. The rest of the week we will work on feedback, adjustment and preparation for the second half of the project.

SESSIONS 31 - 32 (LIVE IN-PERSON)

WEEK 8. DAY 16

MIDTERM PRESENTATIONS

The students will present their progress up to this point, including the strategic part of the project and the work in progress on the basic elements of the visual identity, the visual language and design system. The specifications of the presentation (format and length) will be explained to the students by the professor in the previous class. All files will have to also be submitted on the Discussion Board (students will not be able to receive a final grade without posting their work). The Midterm Presentation is 10% of the final grade. The rest of the week we will work on feedback, adjustment and preparation for the second half of the project.

SESSIONS 33 - 34 (LIVE IN-PERSON)

WEEK 9. DAY 17

EDITORIAL DESIGN FUNDAMENTALS

In this week's sessions the students will be introduced to what Editorial Design is and what its main fundamentals and also references are, including some particularly relevant designers and studios, both from the past and the present. They will be assigned new tasks and objectives related to the project and will begin to work on them, applying the basic elements of visual identity defined in the first part of the course to new touchpoints.

SESSIONS 35 - 36 (LIVE IN-PERSON)

WEEK 9. DAY 18**EDITORIAL DESIGN FUNDAMENTALS**

In this week's sessions the students will be introduced to what Editorial Design is and what its main fundamentals and also references are, including some particularly relevant designers and studios, both from the past and the present. They will be assigned new tasks and objectives related to the project and will begin to work on them, applying the basic elements of visual identity defined in the first part of the course to new touchpoints.

SESSIONS 37 - 38 (LIVE IN-PERSON)**WEEK 10. DAY 19****VISUAL LANGUAGE DEVELOPMENT AND CASE STUDIES**

These sessions will be practical, in which students will have to continue with the development and evolution of the visual language of their project. In addition, some of the main references in the history of graphic design will be studied and students will have to analyze actual Branding case studies, with the aim of improving their analytical skills, learning from the work of experts and putting into practice their presentation skills.

SESSIONS 39 - 40 (LIVE IN-PERSON)**WEEK 10. DAY 20****VISUAL LANGUAGE DEVELOPMENT AND CASE STUDIES**

These sessions will be practical, in which students will have to continue with the development and evolution of the visual language of their project. In addition, some of the main references in the history of graphic design will be studied and students will have to analyze actual Branding case studies, with the aim of improving their analytical skills, learning from the work of experts and putting into practice their presentation skills.

SESSIONS 41 - 42 (LIVE IN-PERSON)**WEEK 11. DAY 21****VISUAL LANGUAGE DEVELOPMENT AND CASE STUDIES**

These sessions will be practical, in which students will have to continue with the development and evolution of the visual language of their project. In addition, some of the main references in the history of graphic design will be studied and students will have to analyze actual Branding case studies, with the aim of improving their analytical skills, learning from the work of experts and putting into practice their presentation skills.

SESSIONS 43 - 44 (LIVE IN-PERSON)**WEEK 11. DAY 22****VISUAL LANGUAGE DEVELOPMENT AND CASE STUDIES**

These sessions will be practical, in which students will have to continue with the development and evolution of the visual language of their project. In addition, some of the main references in the history of graphic design will be studied and students will have to analyze actual Branding case studies, with the aim of improving their analytical skills, learning from the work of experts and putting into practice their presentation skills.

SESSIONS 45 - 46 (LIVE IN-PERSON)**WEEK 12. DAY 23****VISUAL LANGUAGE DEVELOPMENT AND CASE STUDIES**

These sessions will be practical, in which students will have to continue with the development and evolution of the visual language of their project. In addition, some of the main references in the history of graphic design will be studied and students will have to analyze actual Branding case studies, with the aim of improving their analytical skills, learning from the work of experts and putting into practice their presentation skills.

SESSIONS 47 - 48 (LIVE IN-PERSON)

WEEK 12. DAY 24

VISUAL LANGUAGE DEVELOPMENT AND CASE STUDIES

These sessions will be practical, in which students will have to continue with the development and evolution of the visual language of their project. In addition, some of the main references in the history of graphic design will be studied and students will have to analyze actual Branding case studies, with the aim of improving their analytical skills, learning from the work of experts and putting into practice their presentation skills.

SESSIONS 49 - 50 (LIVE IN-PERSON)

WEEK 13. DAY 25

VISUAL LANGUAGE DEVELOPMENT AND CASE STUDIES

These sessions will be practical, in which students will have to continue with the development and evolution of the visual language of their project. In addition, some of the main references in the history of graphic design will be studied and students will have to analyze actual Branding case studies, with the aim of improving their analytical skills, learning from the work of experts and putting into practice their presentation skills.

SESSIONS 51 - 52 (LIVE IN-PERSON)

WEEK 13. DAY 26

VISUAL LANGUAGE DEVELOPMENT AND CASE STUDIES

These sessions will be practical, in which students will have to continue with the development and evolution of the visual language of their project. In addition, some of the main references in the history of graphic design will be studied and students will have to analyze actual Branding case studies, with the aim of improving their analytical skills, learning from the work of experts and putting into practice their presentation skills.

SESSIONS 53 - 54 (LIVE IN-PERSON)

WEEK 14. DAY 27

DOCUMENTATION PHASE

In this sessions the students will learn from the professor about the process of creating the final files, how to correctly optimize the files to be delivered, and the differences between preparing them for printing, client or developers. The professor will guide them step by step through the multiple steps on how to create, optimize, name and organize the files. The students will create final files for their artworks, posters and other printed stuff, that will be uploaded to the Discussion Board. This is a special assignment that will be considered as exercise for 10% of their final grade.

SESSIONS 55 - 56 (LIVE IN-PERSON)

WEEK 14. DAY 28

DOCUMENTATION PHASE

In this sessions the students will learn from the professor about the process of creating the final files, how to correctly optimize the files to be delivered, and the differences between preparing them for printing, client or developers. The professor will guide them step by step through the multiple steps on how to create, optimize, name and organize the files. The students will create final files for their artworks, posters and other printed stuff, that will be uploaded to the Discussion Board. This is a special assignment that will be considered as exercise for 10% of their final grade.

SESSIONS 57 - 58 (LIVE IN-PERSON)

WEEK 15. DAY 29 DELIVER PHASE

In this sessions the students will present to the professor their work in progress on the presentations and the rest of deliverables. The professor will give feedback and extra tips to make all the necessary improvements for the Final Presentation.

SESSIONS 59 - 60 (LIVE IN-PERSON)

WEEK 15. DAY 30 FINAL PRESENTATION

The students will present to the jury their projects, including the strategic part of the project and the visual development... The specifications of the presentation (format and length) will be explained to the students by the professor in the previous classes. The jury and the professor will offer the students feedback and the professor will evaluate the results according to the established criteria. All files for the Final Presentation, and extra material requested by the professor, will also have to be submitted on the Discussion Board (students will not be able to receive a final grade without posting their work). The Final Presentation is 30% of the final grade.

BIBLIOGRAPHY

Compulsory

- Dr. Martin Lorenz. *Flexible Visual Systems*. Slanted Publishers. ISBN 9783948440305 (Printed)

Flexible Visual Systems is the design manual for contemporary visual identities. It teaches you a variety of approaches on how to design flexible systems, adjustable to any aesthetic or project in need of an identifiable visual language.

Recommended

- Wally Olins. *Wally Olins: The Brand Handbook*. Thames & Hudson. ISBN 0500514089 (Printed)

It can also be found in Spanish language

- Alina Wheeler. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. John Wiley & Sons Inc. ISBN 9781118099209 (Printed)

- Eva Heller. *Psicología del color / Color Psychology*. Editorial Gustavo Gili. ISBN 8425219779 (Printed)

EVALUATION CRITERIA

Consisting of the course in a complete practical project composed of different tasks, to be carried out in a group or individual, the evaluation of the students will be continuous, taking into account:

1. The assimilation of the theoretical concepts taught by the professor and the implementation of them throughout the different tasks, considering the solutions proposed for the different assigned tasks, as well as the quality of the results according to the universal laws of design: harmony, proportion, correct use of typography, etc...
2. Attendance and attitude in class: attention to the theoretical classes taught by the professor, participation in the debates and discussions on the contents taught, respect for the facilities and material, and solidarity (in the shape of help) with the rest of the classmates
3. The evolution of learning, the improvement of the student in their theoretical and practical knowledge throughout the course

The students will present their progress in the project every week or every two weeks, after which the teacher will provide them with quantitative and qualitative feedback, so that they know their evolution in the quality of the work delivered. (30% of the final mark). In addition, there will be four special assignments that will have a special impact on the evaluation, for which the teacher will, previously and after, inform the students of their performance:

- Sessions 5 to 12. Strategy (Discover and Define phases): The performance of the students will be evaluated according active participation in the exercise, as well as the quality and originality of the results obtained (10% of the final mark).
- Sessions 29 and 30. Midterm presentation: The quality of the results will be evaluated as well as the presentation of the results, both in their presentation format and in the verbal and gestural exposition of the project. The impressions of the jury will be taken into account when establishing the ratings (20% of the final mark).
- Sessions 53 and 54. Final files: The execution of the Final Files will be valued without having committed serious errors, according to the theoretical explanations given by the teacher in the previous class (10% of the final mark).
- Sessions 59 and 60. Final presentation: the quality of the results will be assessed, as well as the presentation thereof, both in its presentation format and in the verbal and gestural exposition of the project. The impressions of the jury will be taken into account when establishing the ratings (30% of the final mark).

Criteria	Percentage	Comments
Class attendance, participation and continuous evaluation	30 %	
Workshop exercise	10 %	
Midterm Presentation	20 %	
Final Files Exercise	10 %	
Final Presentation	30 %	

PROFESSOR BIO

Professor: **RICARDO OSTÁRIZ HERAS**

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Ritxi Ostáriz is a visual designer with extensive experience in multiple creative sectors. With his own studio he has led and developed projects for more than fifteen years, predominantly editorial work for cultural ventures.

He is known for his work with musicians from all over the world, including a solid client base of people who come from over 20 countries. As a digital designer he has developed web and motion graphic projects for both television and commercials as well as animated short films. Many of these have been screened at specialized festivals around the globe.

Between 2011 and 2014 he was part of the Madrid team of **Saffron Brand Consultants**, the global brand consultancy founded in 2001 by Wally Olins who is internationally recognized for his work in strategy, marketing, and design. From 2015 to 2017 Ritxi joined **Fjord by Accenture** as Senior Visual Designer. With more than 1,000 employees in Europe, America and Asia, Fjord is known for its deep expertise in designing for mobile platforms, and for creating services that fit with new behaviors and expectations driven by technology. In 2020 and 2021 he worked as Design Lead at **Soluble Studio**, a branding consultancy based in Barcelona with focus in technology and innovation.

In recent years Ritxi is focused on his role as design profesor at **IE University** and has participated as as guest professor at other universities like **Universidad del Desarrollo** in Santiago de Chile, giving regular classes and conducting numerous design technique and creativity workshops. In his determination to share + spread knowledge, he frequently participates as a speaker at many different events. His experience includes speaking engagements at events like OFFF, Selected C, MadinSpain or TEDx.

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OTHER INFORMATION

