



INDUSTRIAL DESIGN

@ UNIVERSITY OF DEUSTO



The University of Deusto offers an attractive exchange opportunity for industrial design students all over the world to experience life and design in Bilbao.

UNESCO CITY OF DESIGN



In the last 30 years, Bilbao has become a modern city surrounded by world-class architecture where design is considered a valuable asset for growth.

In 2014, Bilbao was named Unesco City of Design. Since then, plenty of businesses and public policies are pushing design forward to boost innovation processes.

		LA SEGUNDA SORPRESA (I) – Katsumi Komagata Euskal Irudigileak Taller Auditorio FIG. Palacio Euskalduna 10:00 – 13:00 15:00 – 18:00 05 [+ info]		PROFESSIONAL BREAKFAST Colegio Oficial de Decoradores y Diseñadores de Bizkaia (CÓDDB) Encuentro Sede CODDB 9:30 – 10:30 08 [+ info]	DESIGN FAKTORIA 2018 Mondragon Unibertsitatea Conferencia Bilbao Berrikuntza Faktoria 11:30 – 13:00 05 [+ info]	FASHION NOW Bilbao International Art and Fashion (BIAAF) Taller Sala BBK 9:00 – 16:00 12 [+ info]	
					INDUS_MAKER Tecnalia Conferencia Bizkaia Aretoa 10:00 – 13:30 11 [+ info]	MC CONNECTED #1 Material Connexion Bilbao Charla + Visita Edificio Ensanche 10:00 – 11:30 02 [+ info]	
¡LES VA A ESTALLAR LA CABEZA! QUÉ QUEREMOS QUE VEAN NUESTROS/AS HIJOS/AS EN LA TV EIKEN Conferencia Centro Cívico La Bolsa 12:30 – 14:00 09 [+ info]	LIBRO OBJETO Detalleres Taller Azkuna Zentroa 11:00 – 13:00 03 [+ info]	SCRIBBLE MACHINES Artek Workshop Taller Azkuna Zentroa 10:00 – 11:30 12:00 – 13:30 03 [+ info]	OPEN STUDIO BILBAO – GETXO EIDE Rutas Guiadas Estudios de Bilbao 10:00 – 13:00 [+ info]	OPEN STUDIO BILBAO – GETXO EIDE Rutas Guiadas Estudios de Bilbao 10:00 – 13:00 [+ info]	OPEN STUDIO BILBAO – GETXO EIDE Rutas Guiadas Estudios de Bilbao 10:00 – 13:00 [+ info]	PASADO, PRESENTE Y FUTURO DE UNA FÁBRICA DE GALLETAS Espacio Open Visita Espacio Open 11:00 – 13:00 17 [+ info]	PIZZA KUTXAN Facultad de Bellas Artes (UPV/EHU) Charla + Exposición Bizkaia Aretoa 10:00 – 14:00 11 [+ info]
	DESIGN KALEA 1.0 BiDC / Deusto Cities LAB Rutas Guiadas Bilbao 12:00 – 14:00 [+ info]						
	DESIGN KALEA 1.0 BiDC / Deusto Cities LAB Rutas Guiadas Bilbao 12:00 – 14:00 [+ info]						
			DESIGN KALEA 1.0 BiDC / Deusto Cities LAB Rutas Guiadas Bilbao 12:00 – 14:00 [+ info]	DISEÑO PARA LA INNOVACIÓN EN ÁFRICA Paco Design Collaborative Charla Sede BEAZ Bizkaia 10:00 – 11:00 10 [+ info]	SUSTAINABLE FASHION NOW Bilbao International Art and Fashion (BIAAF) Conferencia + Taller Sala BBK 9:00 – 16:00 06 [+ info]	MARATÓN INTERNACIONAL DE FESTIVALES DE CONSTRUCCIÓN URBANA Festival Urbanbat Conferencia Bilborock 9:30 – 18:00 04 [+ info]	
						DÍALOGOS EN TORNO AL TALENTO Bilbao Ekintza Mesa Bilborock 10:30 – 13:30 10 [+ info]	

One of the events happening in the city is **Bilbao Design Week**. Every year, design becomes the main issue in the city for a week.

Deusto in the Bilbao DWeek

As an institution, we are very involved in every design-related activity that happens in the city.

CO-CREATE INTERNATIONAL EVENT

We hosted, together with five other European cooperation project partners, a full day conference and workshop event related to Co-Creation. With over 150 attendees, two international keynote speakers, six local case studies and workshop with over 70 participants, the event held together a significant part of the local design community and allowed them to have an international take on the topic.

WEARABLE PROJECT WITH IBM WATSON

In a joint project with fashion design students from CESIDE university (Santander), a group of our students presented their work on wearables and intelligent clothing experimentation in the main venue of the Design Week.

PORTFOLIO NIGHT

Many of our students attended Portfolio Night, a speed dating initiative where professional designers from EIDE (Basque Designer Association) met students in order to help them improve and focus their design portfolios before getting into the professional market.

DESIGN KALEA 1.0

Design Kalea is joint initiative between Deusto Design Research Group, the research department and Bilbao Katedra, a city development research group of the University of Deusto. The goal of this project was to create a map where some of the most significant traces of design can be found, and make guided tours through them during the Design Week.

THE UNI

9

bachelor degrees
in digital and
industrial technology
& industrial design.

5

double degrees
combining digital,
industrial tech,
business administration
studies and design.

7

masters
to complement
students' education

1

doctoral programme
to deepen into
research

THE UNI Deusto Fablab

Deusto Fablab is our digital fabrication facility that is central to our activity in industrial design. It is a node of the MIT-based Fablab network and the space is mainly used by Industrial Design students to develop their projects and class activities.

PROJECTS

UrbanFlexPot

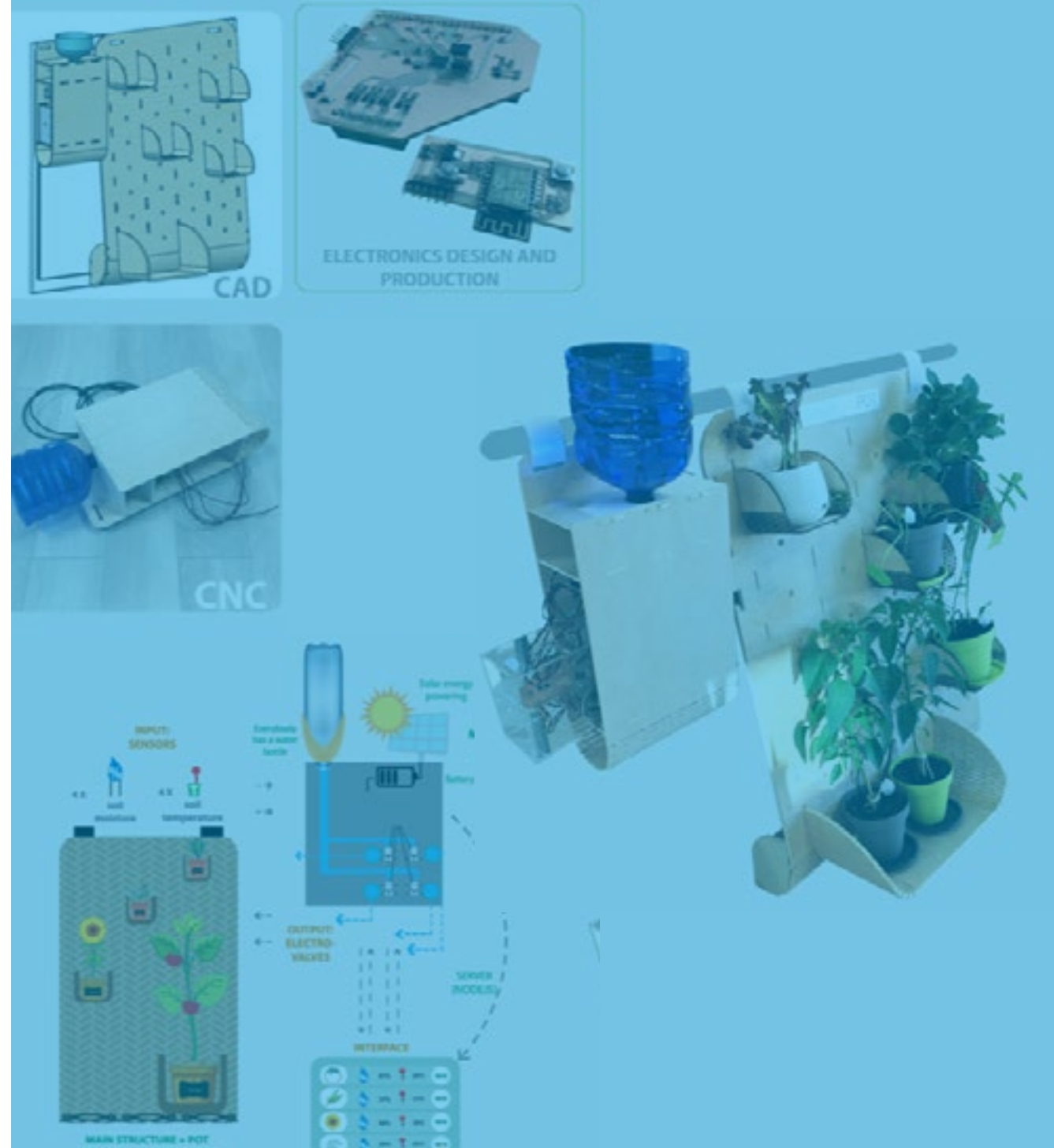
Sustainable IoT

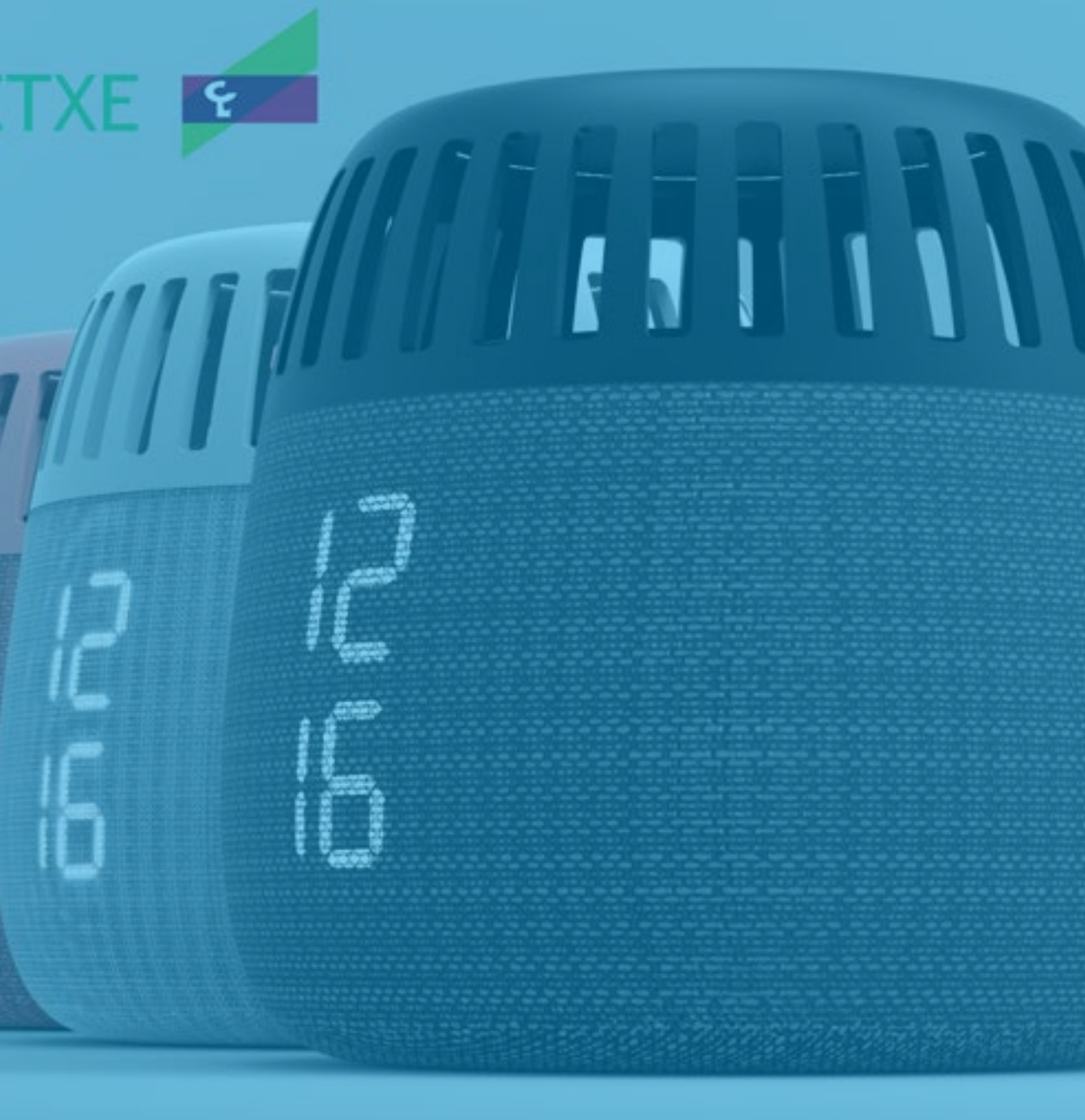
Leire Bereziartua

Urban gardens allows us to have direct contact with nature in the city. Those little gardens are also an escape route for stress and help us getting healthy routines of care towards nature.

UrbanFlexPot is an intelligent urban gardening system that reinforces the connection between the urban garden and its owner. The product consists of a customisable garden, humidity/soil moisture sensors and a remote irrigation system that allows us to take care of our little garden while not at home.

Partner:





PROJECTS

Etxegoki

Accessible wardrobes

Alejandro Lázaro

Etxegoki is a set of apartments that, with the help of advanced technology, supports its inhabitants in living an increasingly autonomous life and overcoming the difficulties related to their disabilities. In this long-term project, we are following a People-Centered Design process in order to identify and solve problems that Etxegoki is unable to solve on their own.

By doing so, we are designing and manufacturing specific solutions to little problems like access to wardrobes, devices for cooking and other small improvements for the inhabitants of those apartments.

Partner:



assisted apartments for people with physical disability

PROJECTS

Safe Key

Smart keychain insurance

WPablo López, Pablo Reges, Cristina de la Maza, Alina Jarecka & Kaela Malaki

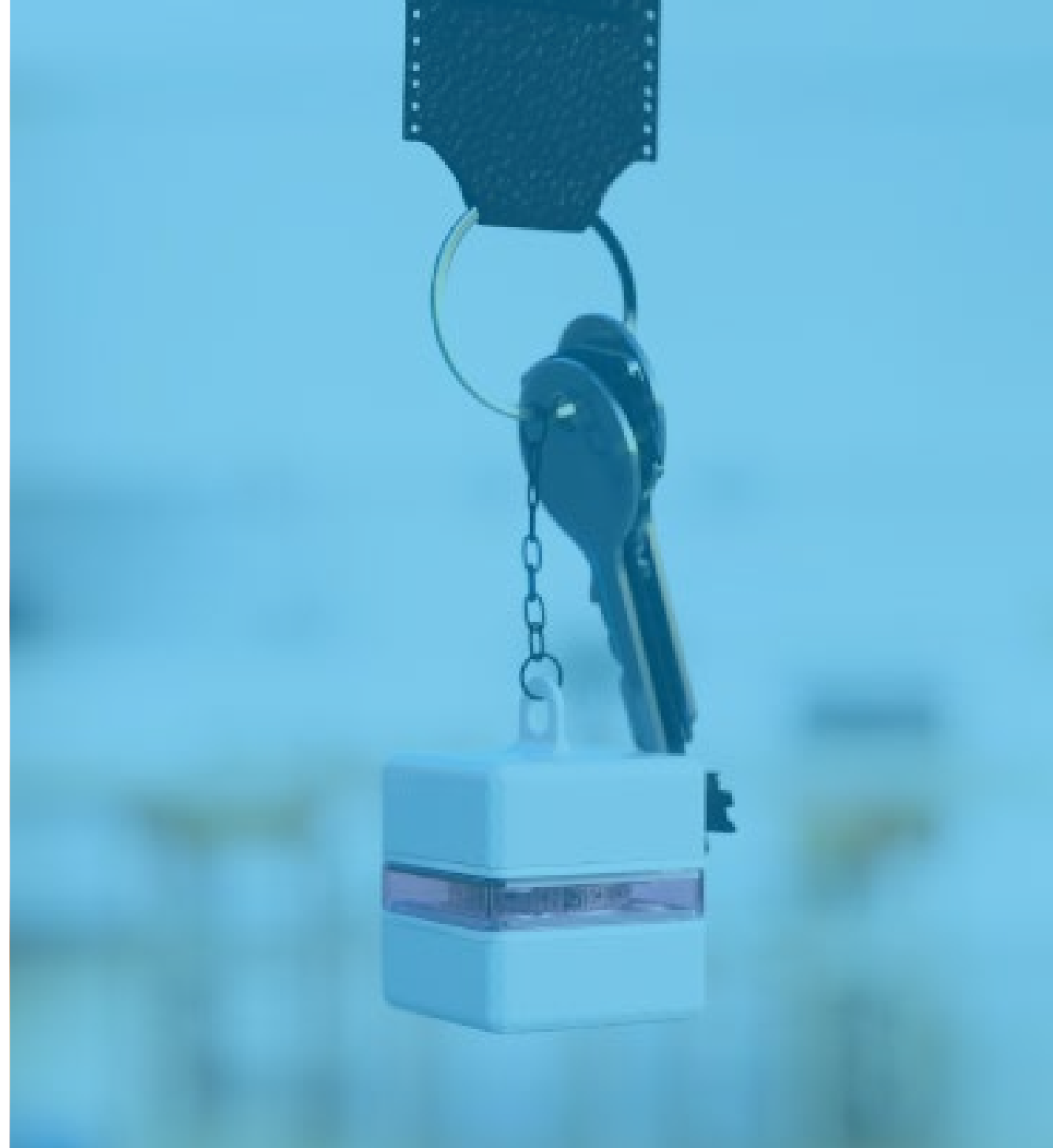
In their everyday business, insurance companies market services that their clients never want to test: therefore, it is very difficult to be able to be different in a market where every insurance company sell the same thing: the promise of security.

The Safe Key is a smart keychain that allows the client to store meaningful information that can help them manage their insurance coverage, their daily data and other information all in one place. This way, the insurance company would be able to offer a more personalised service to their customers.

Partner:



regional insurance company



OFFERING FOR EXCHANGE DESIGN STUDENTS



dizajn diseinua дизайн dizajn дизайн disseny
dizajn design design ontwerp disain design
conception proxecto Entwurf σχέδιο tervezés hönnun
dearadh design dizains dizainas дизајн disinn design projekt desenhair
proiecta дизайн дизајн dizajn oblikovanje diseño design дизайн dylunio

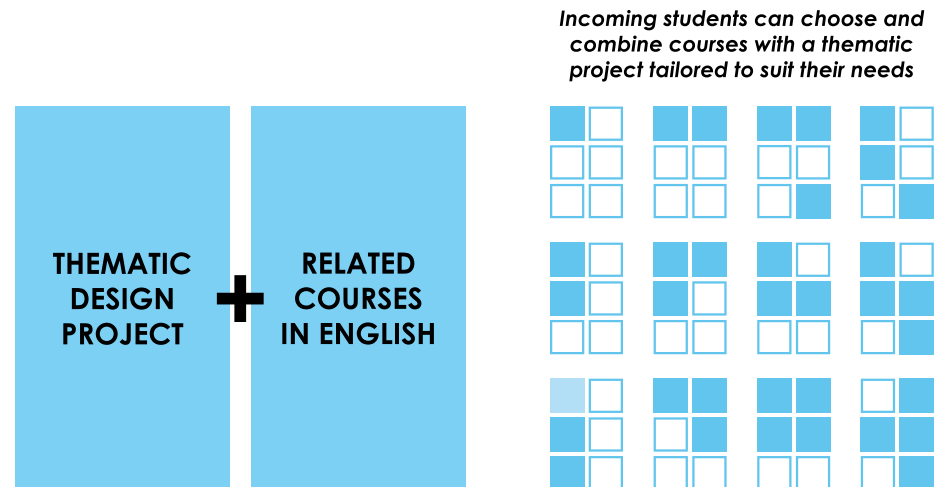
THEMATIC DESIGN PROJECT

AUTUMN & SPRING SEMESTERS

6, 12, 18 or 24 ECTS

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 courses taught in English together with local students and a personal project related to some of the topics covered on the courses.

This way, we allow international students to design their own academic journey during their stay in Bilbao, with the support of our professors and laboratories.



Superar los límites

El servicio busca unir a la persona que recién haya sufrido la discapacidad con otra persona que comparta condiciones similares pero quien tiene más experiencia.

Con el apoyo de personas que la comprenden, la persona usuaria

Combatir el miedo

Interacción

Un paso hacia un servicio más digital y con menos barreras físicas.

Nueva Terminal Barik

Terminal adecuada a las necesidades de los usuarios y con una visión de un futuro con menos barreras físicas.

Wear able

Sin sorpresas.
Recibe alertas sobre incidencias en el viaje.

Recarga tu título cuando necesites.

Planifica tu viaje.

Información en tiempo real.



DIGITAL FABRICATION TECHNOLOGIES

SPRING & AUTUMN. 6 ECTS

Description

This course introduces students to digital design and fabrication techniques within the context of Industrial Design. Through a series of technical demonstrations and different assignments, students will make connections among computer-aided-design and computer-aided-manufacturing, digital fabrication technologies and the physical world. Students will complete different assignments exploring 2D drawing, 3D modeling and experimental approaches to digital model generation. Simultaneously, students will need to make physical objects from their digital models using additive or subtractive technologies including 3D printing, CNC machining and laser cutting.

Featured project

Design and fabrication of a lamp using different fabrication methods available through the Fablab.

Martynas Lagauskas, exchange student from Slovenia.

DESIGN METHODOLOGY & CREATIVITY

AUTUMN SEMESTER. 6 ECTS

Description

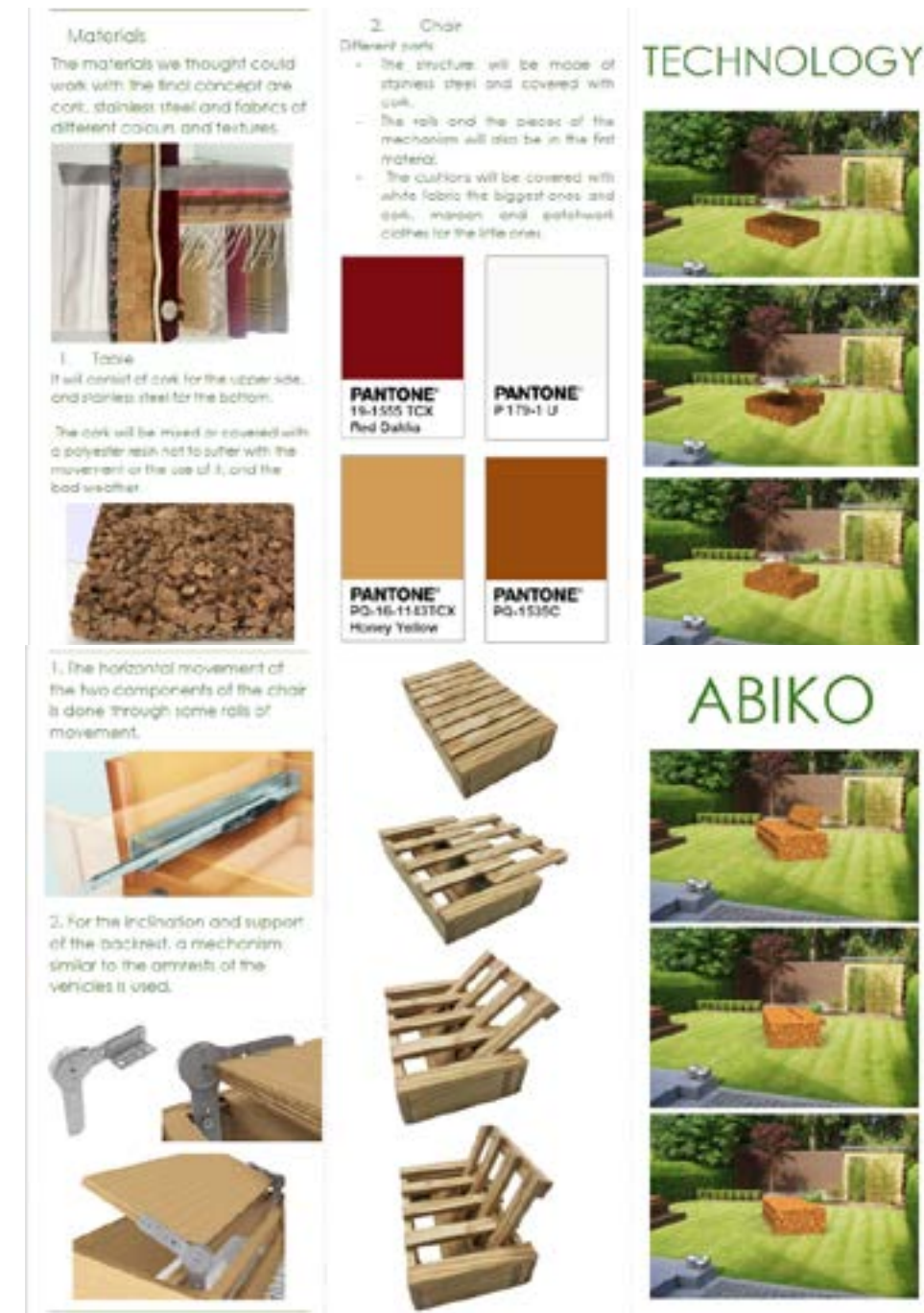
Methodology and creativity are two essential elements for design. On one hand, a designer must be able to plan and structure a suitable design process that ensures accomplishing the final goal. On the other hand, creativity and existing related tools and methods are key to identify and generate innovative ideas and concepts that industrial design offers.

Within this course, students will not only learn about existing methodologies and creative tools but also put them into practice and incorporate them into their own way of designing.

Featured project

In order to find new applications for cork, Abiko is a product set to create an outdoor chill out zone. The set includes a couch and a table that can be stored together seamlessly in winter.

Ane Amezaga, Eider Barazar, Joane Bilbao & Amaia Navarro



Cork[x]habitat | Productos innovadores para el sector del hábitat
Universidad de Deusto
Grado en Ingeniería en Diseño Industrial
2º Curso | Metodología y Creatividad

Entidades colaboradoras:
Deusto



Alumnos:
Ane Amezaga, Eider Barazar,
Joane Bilbao & Amaia Navarro



USER-CENTERED DESIGN LAB

[DESIGN LAB II]

SPRING SEMESTER. 6 ECTS

Description

The goal of this course is to foster the creativity of the students and 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 put such tools into practice and get hands-on experience in creating innovative user-centred solutions and designs.

The main activity of the course is to develop a project for a company where all those learnings can be applied.

Featured project

Smart Home Assisting device that is directly connected to Lagun Aro Seguros, the insurance provider. The device can answer FAQs by voice or connect directly to the company.

Jon Ander Quintana, Koldo Aguirre, Javier Rementeria, Juan Lekunberri, Anthony Moreano & Álvaro Gonzalez

SERVICE & EXPERIENCE DESIGN LAB

[DESIGN LAB III]

SPRING SEMESTER. 6 ECTS

Description

After the industrial revolution, current markets have evolved from the urge of getting manufactured products and services into delivering meaningful experiences. Accordingly, industrial design also needs to adapt itself regarding manufacturing processes but more importantly in terms of the final outcome of the design process. In order to do so, this course offers an introduction to the new paradigm both theoretically and in terms of design practice. Different design projects and exercises will help visualize and create such experiences.

We work with partners such as Lagun Aro (insurer) or Last Tour (BBK Live music festival organisers).

Featured project

Redesign of the experience of Emergency support service by Lagun Aro by creating a brand new business model for the process Lagun Aro follows and a mobile app to support it.

Nerea Razquin, Diego Osante, Gonzalo López-Casanueva, Agata Bednarek & Leire Garcia.

EMERGENCIES

The aim of the Emergencies APP, is to let easily available the contact number of Lagun Aro. But mainly, when an emergency, to let to know the insured the estimated time, so as to be able to organise himself and therefore to have a better experience.

WHAT PROVIDES TO THE INSURED:



Clear section for insurance in Caja Laboral's APP

Purpose

- prevent emergencies
- Users check the service
- gain users confidence

MAINTENANCE

This part of the APP comes up of the necessity of having a reason to have it installed on the phone. Statistically an insured person has an incident every four years, therefore the APP has to have another purpose than just calling as an emergency.

WHAT PROVIDES TO LAGUN ARO



<https://youtube/285zph4v6>

LAGUN ARO

Nerea Razquin, Diego Osante
Gonzalo López-Casanueva
Agata Bednarek, Leire Garcia

Deusto

Industrial Design Engineering + Mechanic
Design Laboratory III: Service & Experience Design
Professor: Itziar González / Year: 2017-2018

Plant Mindgrowth



ORÍGENES

Cada vez la tecnología es más accesible y se integra en la educación a edades más tempranas. Por ello es vital que el pensamiento creativo y la programación deben aprender a desarrollarse desde que los niños entran en la escuela y se les presentan nuevos retos.

Programas como Scratch fomentan este tipo de aprendizaje. Junto con las impresoras 3D siendo cada día más accesibles, se descubre una oportunidad en la que implementar todas estas tecnologías para beneficiar el desarrollo del pensamiento creativo y resolutivo.

Para ello se recurre a los principios de la "Calm Technology" junto con el objetivo de crear en los niños una sensación de responsabilidad sin crear ansiedades.



FUNCIONAMIENTO

Nuestro proyecto tiene como objetivo el desarrollo de los niños, ya que se plantea la creación de este dispositivo en un taller de co-creación.

El dispositivo funciona con cinco sensores:
 - Humedad del ambiente (se comunica mediante el LED azul).
 - Humedad de la tierra (se comunica mediante el LED verde).
 - Luz (se comunica mediante el LED blanco).
 - Tátil & Sonido (se comunican haciendo parpadear los tres LEDs).

Los LEDs actuarán de la siguiente manera si se detecta que los valores no son los suficientes: desvanecimiento cada 2s si el valor no es suficiente; encendido si el valor es de más y apagado si es el adecuado.

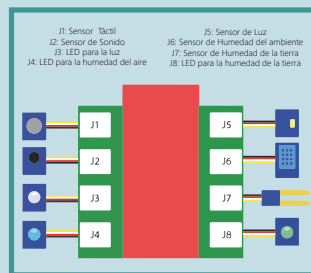


SOSTENIBILIDAD

La deforestación aumenta cada día y es una de las mayores responsables del calentamiento global.

Para contrarrestar estas situaciones debemos concienciar a los más pequeños para que los cambios comiencen desde el principio de sus vidas.

Por ello este proyecto completa todos los aspectos que queremos cumplir para que la educación sea completa y diversa al mismo tiempo.



SMART PRODUCTS SPRING SEMESTER. 6 ECTS

Description

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). However, apart from understanding and using such technologies, the course will approach the topic from the point of view of the designer: get the skills to get the most out of a technology and be able to incorporate it into design projects successfully.

Featured project

Plant Mindgrowth is a project that wants to help educating children in values such as respect for nature, sustainability and carefulness through sensor-based product.

Miren Bihotz Goiriena & Naroa Arrospide

DESIGN RELATED COURSES in Spanish

BACHELOR IN INDUSTRIAL DESIGN ENGINEERING

First year

Cultura de Proyecto I: Introducción al Diseño
Expresión Artística en Diseño industrial
Expresión Gráfica I
Laboratorio de Diseño I: Diseño de Producto

Second year

Cultura de Proyecto II: Lenguaje e Ideología del Diseño
Expresión Gráfica II
Informática Aplicada
Ciencia y procesamiento de materiales
Estética e Historia del Diseño

Third year

Diseño gráfico
Ergonomía
Ingeniería de Producto
Innovación y Emprendimiento
Comunicación y Marketing
Diseño Estratégico y Competitividad
Gestión de Proyectos y Aspectos Legales

Fourth year

Diseño sostenible
Prospectiva y tendencias en Diseño Industrial
Prototipado y fabricación digital
Visualización avanzada en Diseño
Laboratorio de Diseño IV: Design Thinking e Innovación Social

more info at:

<https://www.deusto.es/cs/Satellite/deusto/es/nuevos-estudiantes-de-grado/estudios-grados/ingenieria-en-diseno-industrial/programa>



Design is not a noun,
it is a **verb**

it must be **action** based



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