Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Design Research and Design Thinking
Course/Module code *	K9
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 2
Course type	major
Language of instruction	English
Coordinator	Dr Ondrej Revický
Course instructor	Dr Ondrej Revický

* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
2		30						3

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

none

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1. Course/Module objectives

O1	Introduce students to the basics of Design thinking and Design research
O2	Obtain the tools to effectively plan and organize the creative process
O3	The student develops and empathetic approach, oriented to the needs of the users

3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	Graduates understand the potential of user-oriented methods, are familiar with their individual fields and are able to use them in their entirety or their elements in their creative work.	K_W04
LO_02	The graduate consciously combines conclusions based on the collected data and his/her individual expression to obtain a new, original solution to a design problem.	K_U03
LO_03	Graduates observe the dynamically changing needs of users, ways of communication, technical possibilities and are implemented in the creative process.	K_K04

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
– basic assumptions of Design thinking – stages of Design thinking (empathy, problem definition, idea generation, prototyping, testing) – basic assumptions of design research – design research methods – project development in teams using Design thinking and Design

research techniques – testing and critical analysis of projects

3.4. Methods of Instruction

e.g.
Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning
Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning
Laboratory classes: designing and conducting experiments

Text analysis and discussion
Practical project
Group work (problem solving, case study, discussion)
Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-02	*PROJECT*	CLASSES
LO-02	*PROJECT*	CLASSES
LO-03	*OBSERVATION DURING CLASSES*	CLASSES

4.2 Course assessment criteria

The final grade is based on the arithmetic average of the partial grades that students receive for completing and presenting all works done during the semester at the final review. The following criteria are taken into account when evaluating the projects:

-Relevance to the topic (max 10 points);
-Planning and execution of the creative process (max 15 points);
-Quality of work (max 15 points);
-Creativity (max 15 points);
-Concept, its development, and the creation process (max 15 points);
-Timeliness (max 10 points);
-Consistency (max 10 points);
-Independence (max 10 points).

Grading scale:
60-68% - 3.0
69-76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	6
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	40
Total number of hours	76
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: T. Lockwood (ed.), *Design thinking. Integrating Innovation, Customer Experience, and Brand Value*, 2009 G. Muratovski, *Research for Designers: A guide to Methods and Practice*, 2022
Complementary literature:

Approved by the Head of the Department or an authorised person