



## **ACADEMIC PROGRAM**

### **INTELLECTUAL PROPERTY**

### **B.F.A. IN INTERACTIVE PRODUCT DESIGN**

***MODALITY: ON CAMPUS***

***ACADEMIC YEAR: 2023-2024***

<b>Name of the course:</b>	<b>Intellectual Property</b>
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Transversal Knowledge
Area:	Business and Management
Year:	4º
Teaching period:	1º
Type:	OB
ECTS credits:	3
Teaching modality:	On campus
Language:	English
Lecturer / Email	José Manuel Tourné/jose.tourne@u-tad.com
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## **SUBJECT DESCRIPTION**

### **Area description**

This subject belongs to the Transversal Knowledge module and, within this, to the subject Business and Management.

This area refers to the study and practice of the set of techniques related to the knowledge applicable to companies and their management.

### **Subject description**

In order to become a professional in the design of interactive products, students take different subjects in the degree that maintain a certain interdisciplinary relationship with Intellectual Property, such as Project Management and Administration, as they try to transmit common elements about business projects, as well as Business Creation and Development, as they also try to analyse generic business ideas together with those specific to the field of specialisation of the degree.

This subject of Intellectual Property is of great importance for students of the Degree in Interactive Product Design as it offers them theoretical training together with a practical projection on technology, copyright, trademarks, intellectual and industrial property rights, as well as an insight into the history of litigation and patents of video games and piracy processes, which is a fundamental tool and of undoubted professional interest. Given the existence of an absolutely globalised business world and where the internationalisation of markets is an essential element, there is no doubt that the current employment trend is towards self-employment, which makes this subject fundamental as it brings them closer to the professional reality where they will develop their business activity.

## **COMPETENCIES AND LEARNING OUTCOMES**

### **Competencies**

#### **BASIC AND GENERAL**

GC1 - Lifelong learning through self-study and continuous training.

GC2 - Knowing how to adapt to change and new situations with flexibility and versatility.

GC3 - Develop creativity and innovation and have the ability to present new resources, ideas and methods in order to subsequently turn them into actions.

GC4 - Exercise leadership and negotiation skills.

GC6 - Demonstrate motivation for quality.

GC7 - Show interest and sensitivity in environmental and social issues, as well as the ability to analyse the social dimension of the activity and corporate social responsibility.

GC8 - Demonstrate the ability to work in a team.

GC9 - Be able to manage time effectively.

GC10 - Have the ability to work in an international context, as well as in diverse and multicultural environments.

GC11 - Manage basic skills for interpersonal relations.

GC13 - Value the ethical sense of work.

GC14 - Know how to work in a team in multidisciplinary environments.

GC15 - Organisational and planning skills

GC17 - Demonstrate the ability to analyse, synthesise and gather information from different sources.

GC18 - Manage information appropriately.

GC19 - Know how to make decisions and solve problems in the professional field.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

#### SPECIFIC

SC4 - Analyze the needs and moral and ethical implications associated with the development and design that arise for the creators of interactive products.

SC15 - Analysing the characteristics and needs of users in the humanistic environment as a fundamental element in the design of interactive products.

SC20 - Knowing the determining factors of the consumer market of interactive products, taking into account the knowledge and respect for social and cultural environments.

SC22 - Understand and communicate clearly and effectively the guidelines for the development of a project.

SC23 - Understand the relevant aspects of the digital society in the context of sociology, philosophy, psychology, ethics, moral values and knowledge-related aspects that affect the creation, publication and distribution of a project.

SC26 - Understand and know how to thematise the relationships between Technology - Society - Culture, in relation to the design of interactive products.

SC27 - Recognising the philosophical, social and political implications of technological designs and innovations.

SC28 - Detect the implications of the ethical and legal limits of technological innovations.

#### **Learning outcomes**

Understand the historical environment of the current digital industry and the changes produced in society due to the inclusion of new digital media.

Identify different market segments for the production of a video game

Estimate the costs and development time of a video game project.

To design the structure of the company with the aim of maximizing the contribution of the team.

Manage the different stages of execution for the production of a video gam

Relate intellectual property legislation to different scenarios (national, European and international).

Identify the sources of relevant economic information and their content

Know different marketing techniques and their implications on the development of a digital entertainment product.

To specify the requirements that satisfy the model of game proposed by the producer, generating acceptable solutions in cost and time.

Reflect on the ethical and legal limits of technological innovations.

To interpret relevant economic, political and cultural data in the design of interactive products.

## CONTENTS

- Fiscal and legal aspects of the digital economy
- The digital industry and its universality
- The production sector of the digital economy

## SUBJECT SYLLABUS

UNIT 1 Intellectual property, culture and market. The author's right.

UNIT 2.- The author.

UNIT 3.- Scope of application of the LPI.

UNIT 4.-The video game as a protectable work under the IPL.

UNIT 5.- Legal protection of Intellectual Property Rights

UNIT 6.-The criminal protection of video game copyright against piracy and other unlawful harmful manifestations.

## TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

### TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
<i>Theoretical classes</i>	15,00	15,00
<i>Seminars and workshops</i>	3,33	3,33
<i>Practical classes</i>	9,17	9,17
<i>Tutorials</i>	1,67	1,67
<i>Evaluation Activities</i>	3,33	3,33

<i>Group work and study</i>	14,17	0,71
<i>Autonomous and individual study and work</i>	28,33	0,00
<b>TOTAL</b>	75	33

### Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Cooperative learning

### TEMPORAL DEVELOPMENT

UNIT 1 Intellectual property, culture and market. The author's right: 3 weeks

UNIT 2.- The author: 3 weeks

UNIT 3.- Scope of application of the LPI: 3 weeks

UNIT 4.-The video game as a protectable work under the IPL: 2 weeks

UNIT 5.- Legal protection of Intellectual Property Rights: 2 weeks

UNIT 6.-The criminal protection of video game copyright against piracy and other unlawful harmful manifestations: 2 weeks

### EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
<i>Assessment of participation in class, exercises or projects of the course</i>	10	30
<i>Assessment of assignments, projects, reports, memos</i>	30	60
<i>Objective test</i>	30	70

## GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
<i>Assessment of participation in class, exercises or projects of the course</i>	15	15
<i>Assessment of assignments, projects, reports, memos</i>	30	30
<i>Objective test</i>	55	55

### General comments on the evaluations/assessments

- There will be two tests consisting of a multiple-choice exam and the resolution of a practical case study.
- In order to pass the course, students must pass the exam and the practical case study and score more than 5 in the total of the evaluation, adding the percentages contained in this guide (Grading Criteria).
- Plagiarism, copying or bad practices (such as the use of AI) in a work or exam will imply the failure of this work with a zero, the report to the faculty and academic coordinator and the application of current regulations, which can lead to very serious penalties for the student.
- The use of Smartwatches or mobile phones during the exams is not allowed. These devices must be stored and out of the student's sight during the exam. The use of cell phones is not allowed during classes.
- The evaluation percentages of Ordinary will be maintained in the Extraordinary Examination

## LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

### Key references

Manual práctico de propiedad intelectual (Derecho - Práctica Jurídica). Pascual Barberán Molina. Ed. Tecnos, 2018.

Ley de Propiedad Intelectual 3ª Edición. Fernando Bondía Román. Tirant Loblanch, 2017.

Derechos de autor y propiedad intelectual en Internet. José Carlos EndozoainLopez. Editorial Tecnos, 2002.

Ludum Lex: Los secretos del Derecho aplicado al desarrollo de videojuegos. Darío López Rincón y Pablo Corrales Sánchez. Héroes de Papel, 2020.

Derecho de los videojuegos: Aspectos jurídicos y de negocio. Andy Ramos Gil de la Haza y Enrique Ortega Burgos. Ed. Aranzadi, 2023

### Recommended references

Derecho de la Propiedad Intelectual. Oscar Javier Solorio Perez · Oxford UniversityPress. 2010.

Propiedad Industrial y Derechos de Autor. Gabino Eduardo CastrejonGarcia. Flores editor. 2021.

## **REQUIRED MATERIALS, SOFTWARE AND TOOLS**

### **Type of classroom**

Projection equipment and whiteboard

### **Materials:**

Paper and roll pen or pencil

### **Software:**

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