

Course Unit	Communication Design	Field of study	Audiovisuals and Media Production
Bachelor in	Multimedia	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - 60 TP - 60 PL - TC - S - E - OT - O -
		Level	1-1
		ECTS credits	6.0
		Code	9213-656-1101-00-23

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Catarina Machado Almeida, Joao Pedro Correia Isidro

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand communication design practices, languages and methods;
2. Retain notions and organizational principles of visual communication;
3. Master visual identity systems and corporate identity;
4. Develop concepts of visual organization;
5. Master the project development process of a project;
6. Develop and explore different formal solutions.

Prerequisites

Before the course unit the learner is expected to be able to:
No Pre-requirement applied.

Course contents

1. Communication Design; 2. Visual Composition; 3. Typography; 4. Visual identity; 5. Infography; 6. Poster; 7. Graphic composition tools.

Course contents (extended version)

1. Communication design:
 - Practices, methods and languages;
 - Project Design Methodology;
 - Design Thinking;
 - Principles of Graphic Design.
2. Visual Composition:
 - Concepts and structural principles of visual composition;
 - Composition relations - concept/image/text;
 - Grid Systems and typesetting;
 - Reproduction of images;
 - Image and text management;
3. Typography:
 - Historical evolution of typography - history of the evolution of verbal coding;
 - Analysis and study of typographic fonts;
 - Case studies;
 - Origin and structure of large families of typefaces;
 - Recognition of dominant elements in letter design;
 - Letters as a fundamental element of graphic design;
 - Construction of words;
 - Relativity of the notion of spatial equality;
 - Notions of legibility and reading impediments;
 - Phrases - introduction of the variables space, size and color.
4. Visual identity:
 - Visual identity (branding) - historical contextualization;
 - The visual identity: symbols, logotypes and the creation of graphic brands;
 - Analysis, investigation and execution of visual identity proposals;
 - The diverse applications of identities and brands;
 - Graphic standards manual - elaboration, extension of visual identity and rules of use.
5. Infography:
 - Creation of images for viewing texts or content for predetermined purposes;
 - Visual dramatization of quantities, values and numerical expressions;
 - Visual clarification of abstract concepts, structures, organizational systems;
 - Develop visual records clearly.
6. Poster;
 - Historical context of the poster;
 - The poster as a means of communication;
 - Poster elements (support, typography, image, colour, composition);
 - Structuring principles of the poster (information hierarchies).
7. Graphic composition tools.
 - Adobe Illustrator

Recommended reading

1. Kane, J. (2002). A type primer. Laurence King Publishing.
2. Branco, J. (1996). A importância da Imagem Coordenada Empresarial Cadernos de Design 13/14. Centro Português de Design.
3. Gordon, B., Gordon, M. (2002). O Guia Completo do Design Gráfico Digital. Livros e Livros. ISBN: 9789727911035
4. Lupton, E. (2006). Pensar com Tipos: Guia para designers, escritores e estudantes. Cosac Naify.
5. Bringhurst, R. (2006). Elementos do Estilo Tipográfico. Cosac Naify.

Teaching and learning methods

Carrying out individual theoretical-practical projects in direct correspondence with the applicability of theoretical content and the acquisition of skills in practical domains; Technical, procedural and formal exploration; Monitoring and criticism about the development of projects; Analysis and discussion of projects.

Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
 - Projects - 100% (Individual projects. Attendance in 80% of classes taught.)
2. Incoming students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 100%
3. Supplementary and Special season - (Regular, Student Worker) (Supplementary, Special)
 - Projects - 90% (Individual projects (minimum grade of 7 points).)
 - Presentations - 10% (Oral presentation of the projects developed: explanation of the process and final result.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Catarina Machado Almeida, Joao Pedro Correia Isidro	Ana Lucia Jesus Pinto	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
17-10-2023	18-10-2023	13-11-2023	12-12-2023