

Course Unit	Project 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	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9213-656-2106-00-23				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

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) Carlos Sousa Casimiro da Costa

### Learning outcomes and competences

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

1. Apply knowledge of specific design practice for several fields of design, including the editorial and advertising component with digital emphasis;
2. Substantiation of methodological activities, understanding associated products communicative specifications;
3. Mastering formalization mockups of graphic communication products with digital emphasis and refine nomenclature in project plan structure;
4. Dominion of Communication Design specifications for the digital medium.

### Prerequisites

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

### Course contents

1. Communication design; 2. Exercise and study of form; 3. Pre-project; 4. Project and identity;

### Course contents (extended version)

1. Communication design.
  - Conceptual communication process;
  - Refinement of Design methodology;
  - Current design trends.
2. Exercise and form study
  - Structure and construction of graphic form for digital spectrum;
  - Self-expression of typography in different media;
  - Shape culture and signs and visual icons semantics;
  - Compositional equilibrium in graphic narrative: affluence of concept, image, text and support;
  - Typography forms and expressiveness in several devices;
3. Pre-project
  - Market identification, target audience identification;
  - Life cycle: production, distribution and impact;
  - Choice of materials, technologies and cost control;
  - Ergonomic and inclusive project evaluation;
  - Research and selection evaluation regarding concepts;
  - Model Development Consistency and refinement:
4. Project and identity
  - Identity and brand issues;
  - Identity development needs;
  - Organizational and communication issues by similarity;
  - Development of visual identity systems;
  - Development of solutions and user evaluation.

### Recommended reading

1. Coles, S. (2012). The Anatomy of Type. New York: Harper Design.
2. Johnson, Michael (2002). Problem solved - a primer in design and communication, Phaidon, New York.
3. Rutter, Richard (2017). Web Typography. A handbook for designing beautiful and effective responsive typography. Brighton: Ampersand Type.
4. Müller-Brockmann, Josef (1999). Grid systems in graphic design A visual communication manual for graphic designers, typographers and three dimensional designers, Niglli Editions.
5. Ambrose, Gavin; Harris, Paul (2009). Basics Design 08: Design Thinking, AVA Publishing.

### Teaching and learning methods

Analysis discussion and presentation of theoretical contents with the use of audiovisual information and supporting texts Realization of individual and/or group theoretical and practical projects in direct correspondence with the applicability of the theoretical contents and the acquisition of competences in the practical areas Presentation, analysis and public projects discussion.

### Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final, Supplementary, Special)
  - Projects - 60%
  - Reports and Guides - 30%
  - Presentations - 10%
2. EXCHANGE STUDENTS - (Regular, Student Worker) (Final, Supplementary, Special)
  - Projects - 70%
  - Reports and Guides - 20%
  - Presentations - 10%

### Language of instruction

1. English
2. Portuguese

## Electronic validation

Carlos Sousa Casimiro da Costa	Ana Lucia Jesus Pinto	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
13-10-2023	13-10-2023	13-11-2023	11-12-2023