

Course Unit	Introduction to Design I		Field of study	Design	
Bachelor in	Art and Design - Minor in Visual Arts		School	School of Education	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	Code	9898-661-1105-00-23
Workload (hours)	135	Contact hours	T -	TP 18	PL 20
			TC -	S -	E -
			OT 16	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) Marco António Pereira da Costa

Learning outcomes and competences

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

1. Have an exploratory and analytical attitude in order to detect problems and contribute to their solution;
2. Hold training based on a design culture, through the application of design methodologies graphic design;
3. To constructively and creatively explore two-dimensionality;
4. Conceive, represent, interpret, plan and manage projects in the area graphic design;
5. Have a critical and analytical spirit about graphic projects.

Prerequisites

Before the course unit the learner is expected to be able to:
Without pre-conditions

Course contents

1. Graphic design. 2. Methodologies and practices. 3. Graphic design and professional contexts. 4. Author design. 5. Projects - Applied practice.

Course contents (extended version)

1. Graphic design:
 - Introduction to graphic design process;
 - Two-Dimensional Design Fundamentals;
 - Current issues and movements;
 - Analysis and case studies.
2. Methodologies and practices:
 - Project Culture;
 - Design methodologies;
 - Analysis and application exercises
3. Graphic design and acting contexts:
 - Practices, languages and methods;
 - Graphical translation strategies of a concept;
 - Graphic composition: position, shape, orientation, color, texture, value, size;
 - Typography and visual message;
 - Visual structure and hierarchy;
 - Technical aspects of graphic production;
 - Analysis and case studies.
4. Author design:
 - Practices, languages and methods;
 - Analysis and case studies.
5. Projects - Applied practice:
 - Creative process;
 - Exploration and exploration of the environment as a form of study;
 - Methods and applications;
 - Plan and performe graphic design projects;
 - Presentation and communication of the project;
 - Different levels of project communication;
 - Technical reports of the project.

Recommended reading

1. BOWERS, J. (2011) Introduction to Graphic Design Methodologies and Processes. Wiley, New Jersey.
2. BURDEK, B. (2016). História, teoria e prática do design de produto. S. Paulo. Editora Edgard Blücher;
3. DONDIS, D A. (2007). Sintaxe da linguagem visual. 3. ed. São Paulo: Martins Fontes;
4. DROSTE, M. (2006). Bauhaus. London: Tachen;
5. FRAGOSO, M. (2012). Design gráfico em Portugal - Formas e Expressões da cultura visual do séc. XX, Livros Horizonte.

Teaching and learning methods

Diversified readings and visualizations on the area of graphic design. Case study analysis, practical exploration lessons and ground-based discoveries to the academic and business community. Practical work, technical reports and presentation / discussion of projects.

Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
 - Projects - 60%
 - Reports and Guides - 30%
 - Presentations - 10%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
 - Projects - 60% (nº 4 art. 7 Frequency and Evaluation Regulations - Classification obtained in Continuous Assessment)
 - Practical Work - 40% (Theoretical practical work proposal with the respective technical report and oral presentation.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Marco António Pereira da Costa	Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Carlos Manuel Costa Teixeira
04-03-2024	05-03-2024	25-03-2024	04-04-2024