

Course Unit	Design Visual Communication	Field of study	Visual Arts
Bachelor in	Environmental Education	School	School of Education
Academic Year	2021/2022	Year of study	3
Type	Semestral	Semester	1
Level	1-3	ECTS credits	6.0
Code	9082-620-3101-00-21		
Workload (hours)	162	Contact hours	T - , TP 54, PL - , TC - , S - , E - , OT 18, 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) Jacinta Helena Alves Lourenço Casimiro da Costa

Learning outcomes and competences

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

1. Obtain theoretical knowledge and practical projectual.
2. Designing and developing the capacity of organizing the graphic elements that structure the visual communication.
3. Promote the acquisition of knowledge and research opportunities that have the intention to speculation and experimentation.
4. Highlight the conceptual aspect and the creative problem solving, while the factors of a formal, technical and normative.
5. Mastering the use of a specific language and nomenclature of the entire process of design of communication.
6. To develop an aesthetic sense based on the concepts of maturity and ability to judge critical / self-critical and aesthetic based on all topics and design projects.
7. Implementing the use of appropriate tools and materials, including the most current technological resources.
8. Confronting and relates the design of communication with other disciplines and areas of knowledge.

Prerequisites

Before the course unit the learner is expected to be able to:
None prerequisite required.

Course contents

1. Introduction to Design. 2. The organization of the visual field. 3. Typography and visual identity systems. 4. Graphic Composition and lay-out Design. 5. Poster Design. 6. The Design and the digital media.

Course contents (extended version)

1. Introduction to Design.
 - The concept of Design,
 - Definition and classification;
 - History of Communication Design;
 - Project methods.
2. The organization of the visual field.
 - For concept / image / text.
 - Semiotic analysis.
 - Analysis of image advertising.
 - Organizational principles of two-dimensional space and perception of space.
 - Composition, structure and construction.
3. Typography and visual identity systems.
 - Fonts and their typological characterization. The origin and anatomy of type, Its classification.
 - The Typography as reflection and message.
 - Basics on the concept of visual identity and its importance over time and timeliness.
 - Basic elements of a program of identity.
 - Visual Identity Systems: standardization and implementation of their graphic signs.
 - Visual Identity Manual.
4. Graphic Composition and lay-out Design.
 - Methods for lay-out: the use of graphic forms systematized and not systematized.
 - Grid Systems and intuitive graphical composition.
 - Study of affordable text. The text as an expressive and plastic value.
 - Neutral and expressive typography typography.
 - The daily press, the book, the brochure, leaflet and the notice.
 - Materials, media, techniques and standards. Approach to software for paging.
5. Poster Design.
 - Characterization. Approach to the historical process. Technical stylistic and sociology development
 - Specificity of the cultural, socio-political and commercial poster.
 - The communicative process and the formal language.
 - Coexistence between the two systems of signs: iconic and literary.
 - Modes poster-spectator relationship. Printing techniques.
 - Social importance of the poster. Communication with the space and the urban environment.
6. The design and the digital media.
 - The Internet and the CD-ROM. Basic and general considerations on its importance and main features.
 - Their potential and limitations. Design Multimedia / Hypermedia Design and Interfaces.

Recommended reading

1. ARNHEIM, R. (1988). *Arte e Percepção Visual*. Liv^o. Pioneira. S. Paulo;
2. CHAVES, N. (1994). *La Imagen Corporativa. Teoria e Metodologia de la Identificación Institucional*. Ed. G. Gili. Barcelona;
3. HOLLIS, R. (1994). *Graphic Design. A Concise History*. Thames & Hudson. Londres;
4. MUNARI, B. (1993). *Design e Comunicação Visual*. Ed. 70. Lisboa;
5. RUDER, E. (1992). *Manual de Diseño Tipográfico*. Ed. G. Gill. Barcelona.

Teaching and learning methods

1. Theoretic contents exposure. 2. Individual work proposals. 3. Attendance and advise about the development of individual works. 4. Analise and critics about works realized.

Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
 - Projects - 65%
 - Presentations - 20%
 - Development Topics - 15%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
 - Practical Work - 40%
 - Projects - 60% (nº 4 art. 7 Frequency and Evaluation Regulations - Classification obtained in Continuous Assessment)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Paulo Miguel Mafra Gonçalves	Carlos Manuel Costa Teixeira
02-12-2021	06-12-2021	09-12-2021	09-12-2021