

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