

Course Unit	Portfolio		Field of study	Visual Arts/Design	
Bachelor in	Art and Design - Minor in Visual Arts		School	School of Education	
Academic Year	2022/2023	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	5.0
Code	9898-661-3204-00-22				
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) Jacinta Helena Alves Lourenço Casimiro da Costa, Ana Suzete Afonso Lopes

#### Learning outcomes and competences

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

1. Design and manage concepts, concepts and methodologies appropriate to the creation of portfolio;
2. Master communicative strategies that enhance authorial work and professional insertion
3. To master practices of professional visual presentation of a portfolio, to different audiences and with different means;
4. Mastering design practices appropriate to communicative concepts.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
No prerequisite required.

#### Course contents

1 - Visual arts as management; 2 - Authorial identity and the artist as a brand; 3 - Methods, techniques and strategies of visual communication; 4 - Creation and management of Portfolios.

#### Course contents (extended version)

1. Visual arts as management;
2. Authorial identity and the artist as a brand;
3. Methods, techniques and strategies of visual communication;
4. Creation and management of Portfolios.

#### Recommended reading

1. 1. DESIGN, Centro Português de (1997), Manual de Gestão do Design, Porto Editora, Centro Português de Design, Porto;
2. JOHNSON, Michael (2002) – Problem solved - a primer in design and communication, Phaidon, New York;
3. BRANCO, João (1996) – A importância da Imagem Coordenada Empresarial Cadernos de design 13/14, Centro Português de Design, Lisboa. ;
4. PENN, Mark. (2009) – Microtrends – the small forces behind tomorrow's big changes, Twelve, Boston;
5. KELLER, Maura (2010) – Design matters - Portfolios 01 – an essential primer for today's competitive market, Rockport Publishers, Minneapolis.

#### Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of theoretical, individual and / or group work; 3 - Follow up and criticism on the development of the works; 4 - Analysis and public discussion on the final result of the theoretical papers presented.

#### Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
  - Portfolio - 70%
  - Presentations - 30%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
  - Practical Work - 40% (Theoretical practical work proposal with the respective technical report and oral presentation.)
  - Projects - 60% (Nº. 4 art. 7 of the Freq. and Eval. Regulations. Classification obtained in continuous evaluation.)

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

Jacinta Helena Alves Lourenço Casimiro da Costa	Helena Maria Lopes Pires Genésio	António José Santos Meireles	Carlos Manuel Costa Teixeira
06-02-2023	06-02-2023	06-02-2023	07-02-2023