

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
Type	Semestral	Semester	2
Level	1-3	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. 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