Course Unit	Communication Design I			Field of study	Design	
Bachelor in	Art and Design - Minor in Design			School	School of Education	
Academic Year	2022/2023	Year of study	2	Level	1-2	ECTS credits 5.0
Type	Semestral	Semester	1	Code	9898-662-2101-00-22	

| 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) | 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. 1. Master the notion of Communication Design and its historical evolution;
2. Understands different types of visual and communicative typographic and imagery;
3. Master the principles of organization of two-dimensional space;
4. Master specific methodologies for developing corporate visual identity projects.

Prerequisites

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

Course contents

1 - Introduction to Communication Design. 2 - Typography, image and organization of the visual field. 3 - Visual identity systems.

Course contents (extended version)

1. Introduction to Communication Design.
    - Fields of Communication Design.
2. Typography, image and organization of the visual field.
    - Types and their typological characterization.
    - Origin and type anatomy. Classification.
    - Typography as a reflection and as a message.
    - Perception and organizational principles of two-dimensional space.
    - Relationship concept / image / text.
    - Semiotic principles of image.
3. Visual identity systems.
    - Understanding the concept of visual identity;
    - Basic elements of an Identity program.
    - Visual Identity Systems: standardization and implementation of their graphic signs.
    - Visual Identity Manual.

Recommended reading

1. Abdullah, R; Hubner, R. (2002). Pictograms, Icons & Signs. A guide to Information Graphics. Ed. Thames & Hudson Ltd, London.
2. CHAVES, N. (2006) La Imagen Corporativa. Teoria e Metodologia de la Identificación Institucional. Ed. G. Gili, Barcelona.
3. ESKILSON, Stephen J, (2012) Graphic Design. A history. Lawrence King Publisher, London.
4. KANE, John (2012) Manual dos tipos. Ed. G. Gili – Barcelona.
5. WHEELER, Alina (2019) Design de Identidade da Marca. Bokman, Porto Alegre.

Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of pratical, 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 praticall papers presented.

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 of the Freq. and Eval. Regulations. Classification obtained in continuous evaluation.)

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
02-02-2023	06-02-2023	06-02-2023	07-02-2023