

Course Unit	Communication Design I		Field of study	Design	
Bachelor in	Art and Design - Minor in Design		School	School of Education	
Academic Year	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	5.0
Code	9898-662-2101-00-23				
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. 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. Apply specific design practices knowledge for the editorial field;
5. Understand the communicative specificities of editorial products.

#### 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 - Lay-out Design.

#### 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. Lay-out Design.
  - Lay-out design methods.
  - Systematized and non-systematized graphic forms (imagery and typography).
  - Grid systems and intuitive graphic composition.
  - Easy study of the text. The text as an expressive and plastic value.
  - Neutral typography and expressive typography.
  - The daily press, the book, the brochure, the leaflet and the advertisement.
  - Materials, supports, techniques and standards.
  - Approach to lay-out design softwares.

#### Recommended reading

1. Abdullah, R; Hubner, R. (2002). Pictograms, Icons & Signs. A guide to Information Graphics. Ed. Thames & Hudson Ltd, London.
2. ESKILSON, Stephen J. (2012) Graphic Design. A history. Lawrence King Publisher, London.
3. HOCHULI, J. e KINROSS, R. (1996) Designing Books: Practice and Theory, Hyphen Press, London;
4. KANE, John (2012) Manual dos tipos. Ed. G. Gili – Barcelona.
5. MÜLLER-BROCKMANN (1992) Sistemas de Reticulas. Un Manual para Diseñadores Gráficos, Ed. G. Gili, Barcelona.

#### Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of practical, 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 practical 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
04-03-2024	05-03-2024	25-03-2024	04-04-2024