

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
Type	Semestral	Semester	1
Level	1-2	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