

Course Unit	Communication Design II		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
Type	Semestral	Semester	2	ECTS credits	5.0
Code	9898-662-2202-00-22				
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, 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. Apply knowledge of specific design practice for the editorial and advertising field;
2. Understands the communicative specificities of editorial and advertising products;
3. Understand the plastic and communicative value of the text;
4. Master the rigorous formalization of mock-ups of graphic communication products;
5. Know the Communication Design applications for digital media.

Prerequisites

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

Course contents

- 1 - Specialized graphics for editorial projects; 2 - Specialized graphics for advertising projects.

Course contents (extended version)

1. Lay-out design projects.
 - Lay-out design methods.
 - Systematized and non-systematized graphic (imagetic and typographic) forms.
 - Grid systems and intuitive graphic composition.
 - study of the self contained text. The text as 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 paging computer programs.
2. Poster design projects.
 - Approach to historical-stylistic evolution and social importance of the poster.
 - Specificity of the cultural, socio-political and commercial poster.
 - The communicative process and the formal language.
 - Coexistence between the two systems of signs: iconic and literary.
 - Poster-viewer relationship modes.
 - Communication with space and the urban environment.

Recommended reading

1. BARNICOAT, J. (1992) Los Carteles, su Historia y su Lenguaje, Ed. G. Gili, Barcelona;
2. GORDON, B. e GORDON, M. (2002) The complete guide to digital graphic design – Thames & Hudson, London;
3. HOCHULI, J. e KINROSS, R. (1996) Designing Books: Practice and Theory, Hyphen Press, London;
4. KANE, J. (2005) Manual de Tipografia, Ed. G. Gili, Barcelona;
5. MÜLLER-BROCKMANN (1992) Sistemas de Retículas. 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%
 - Development Topics - 20%
 - Presentations - 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

Jacinta Helena Alves Lourenço Casimiro da Costa, Marco António Pereira da Costa	Helena Maria Lopes Pires Genésio	António José Santos Meireles	Carlos Manuel Costa Teixeira
18-01-2023	19-01-2023	23-01-2023	28-01-2023