

Course Unit	Communication Design II	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	2
Level	1-2	ECTS credits	5.0
Code	9898-662-2202-00-23		
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. Apply knowledge of specific design practice for the corporate and advertising field;
2. Understands the communicative specificities of 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. Master specific methodologies for developing visual corporate identity projects.

Prerequisites

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

Course contents

1 - Specialized graphics for advertising projects; 2 - Corporate and visual identity system.

Course contents (extended version)

1. Visual identity systems.
 - Basic understanding of the concept of visual identity;
 - Basic elements of an Identity program;
 - Visual Identity Systems: standardization and implementation of their graphic signs;
 - Visual Identity Manual.
2. Specialized graphics for advertising projects.
 - Approach to the historical-stylistic evolution and social importance of the poster;
 - Specificity of the cultural, socio-political and commercial poster;
 - The communicative process and formal language;
 - Coexistence between the two sign systems: iconic and literary;
 - Modes of relationship spectator-poster;
 - 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. CHAVES, N. (2006) La Imagen Corporativa. Teoría e Metodología de la Identificación Institucional. Ed. G. Gili, Barcelona.
3. GORDON, B. e GORDON, M. (2002) The complete guide to digital graphic design. Thames & Hudson, London;
4. LUPTON, E. (2015) How Posters Work. Cooper Hewitt, Smithsonian Design Museum. New York;
5. WHEELER, A. (2019) Design de Identidade da Marca. Bokman, Porto Alegre.

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

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