

Course Unit	Design Project		Field of study	Design	
Bachelor in	Art and Design - Minor in Design		School	School of Education	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Annual	Semester	-	ECTS credits	20.0
Code	9898-662-3001-00-23				
Workload (hours)	540	Contact hours	T -	TP 26	PL 90
			TC -	S -	E 50
			OT 50	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

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Know the reality of design in business and professional contexts;
2. Working with multidisciplinary teams;
3. Make previous studies for carrying out a project in a company;
4. Plan a project through the implementation of design methodologies;
5. Understand the process of conception, concretization and communication of a product;
6. Apply systemic methodologies in the professional context;
7. Plan projects in accordance with the specifications of a company;
8. Present a project publicly.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Without pre-conditions

#### Course contents

1. Design 2. Integrated Project in a Company 3. Presentation and Communication

#### Course contents (extended version)

1. Design:
  - Professional contexts.
2. Integrated Project in a Company
  - Company analysis;
  - Methodological paradigms;
  - Multidisciplinary teams - Professional contexts;
  - Identification of opportunities - Previous studies;
  - Market analysis;
  - Scenario projection;
  - Evaluation and decision-making;
  - Project development; Planning and implementation;
  - Construction of test models; Testing and evaluation in the company context;
  - Materials and technologies - Pre-production context; Patents and Intellectual property.
3. Presentation and communication:
  - Technical reports;
  - Project - Public presentation.

#### Recommended reading

1. BAUMAN, Z. (2015). Desafios do mundo moderno. Ed. Jorge Zahar, Rio de Janeiro;
2. BÜRDEK, B. (2006). História, Teoria e Prática do Design de Produtos. Tradução Freddy Van, Camp. São Paulo: Edgard Blücher;
3. LÖBACH, B. (2007). Design Industrial - Bases para a configuração dos produtos industriais. São Paulo, Edgard Blücher;
4. MORAES, D. DE (2010). Metaprojeto: O design do design. São Paulo: Blucher;
5. TSCHIMMEL, K. (2011). Processos Criativos. A emergência de ideias na perspetiva sistémica da criatividade. Matosinhos: Edições ESAD.

#### Teaching and learning methods

The curricular unit is based on theoretical sessions where the contents will be exposed through audiovisual information, supporting texts and practical case studies. In the practical component, it is intended to simulate the professional contexts with a direct connection to the business fabric through practical work proposals for companies.

#### Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
  - Projects - 60%
  - Reports and Guides - 30%
  - Presentations - 10%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
  - Projects - 60% (nº 4 art. 7 Frequency and Evaluation Regulations Classification obtained in Continuous Assessment)
  - Practical Work - 40% (Theoretical practical work proposal with the respective technical report and oral presentation.)

#### Language of instruction

Portuguese, with additional English support for foreign students.

## Electronic validation

Jacinta Helena Alves Lourenço Casimiro da Costa	Helena Maria Lopes Pires Genésio	António José Santos Meireles	Carlos Manuel Costa Teixeira
19-02-2024	20-02-2024	21-02-2024	25-02-2024