

Course Unit	Illustration	Field of study	Visual Arts/Design
Bachelor in	Art and Design - Minor in Design	School	School of Education
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Workload (hours)	135	Contact hours	T - - TP 18 PL 20 TC - S - E - OT 16 O -
		Level	1-3
		ECTS credits	5.0
		Code	9898-662-3101-00-23

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. Master the illustration and know its fields of creation and application;
2. interprets the different natures of the visual elements, namely typographical and imagery;
3. Master the creation, interpretation and transmission of communicative concepts from and for texts and images;
4. Conceives illustrative projects for different graphic applications.

#### Prerequisites

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

#### Course contents

1. Preliminary considerations about illustration; 2. From text to image and from image to text; 3. Illustration for editorial projects; 4. Illustration for advertising projects;

#### Course contents (extended version)

1. Preliminary considerations about illustration;
2. From text to image and from image to text;
3. Illustration for editorial projects;
4. Illustration for advertising projects;

#### Recommended reading

1. ARISMAN, M, HELLER, S. - The education of an illustrator. Allworth Press, New York, 2000;
2. CHWAST, S, HELLER, S. - Illustration: A visual history, HNA Books, New York, 2008;
3. DAWBER, M. - Big book of contemporary illustration, Batsford, London, 2009;
4. WIGAN, M. - Thinking Visually for Illustrators, Fairchild Books, New York, 2013;
5. ZEEGEN, L. - Principios de Ilustración – Cómo generar ideas, interpretar um brief y promocionarse. Ed. Gustavo Gili, Barcelona, 2006;

#### Teaching and learning methods

In theoretical classes there will be an exposition of the contents aiming at comprehension through the analysis of examples of reference works of illustration, on the basis of the critical dialogical participation between students and teacher. In the practical classes will be launched proposals of work directed to the experimentation and later correct application of the theoretical knowledge.

#### 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 Génésio	António José Santos Meireles	Carlos Manuel Costa Teixeira
19-02-2024	20-02-2024	21-02-2024	25-02-2024