

|                  |                                  |                |  |
|------------------|----------------------------------|----------------|--|
| Course Unit      | Portfolio                        | Field of study | Visual Arts/Design                     |
| Bachelor in      | Art and Design - Minor in Design | School         | School of Education                    |
| Academic Year    | 2022/2023                        | Year of study  | 3                                      |
| Type             | Semestral                        | Semester       | 2                                      |
| Level            | 1-3                              | ECTS credits   | 5.0                                    |
| Code             | 9898-662-3204-00-22              |                |  |
| 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, Ana Suzete Afonso Lopes

#### Learning outcomes and competences

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

1. Design and manage concepts, concepts and methodologies appropriate to the creation of portfolio;
2. Master communicative strategies that enhance authorial work and professional insertion
3. To master practices of professional visual presentation of a portfolio, to different audiences and with different means;
4. Mastering design practices appropriate to communicative concepts.

#### Prerequisites

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

#### Course contents

1 - Design as management; 2 - Author identity and the designer as a brand; 3 - Methods, techniques and strategies of visual communication; 4 - Creation and management of Portfolios.

#### Course contents (extended version)

1. Design as management;
2. Author identity and the designer as a brand;
3. Methods, techniques and strategies of visual communication;
4. Creation and management of Portfolios.

#### Recommended reading

1. 1. DESIGN, Centro Português de (1997). Manual de Gestão do Design, Porto Editora, Centro Português de Design, Porto;
2. JOHNSON, Michael (2002) – Problem solved - a primer in design and communication, Phaidon, New York;
3. BRANCO, João (1996) – A importância da Imagem Coordenada Empresarial Cadernos de design 13/14, Centro Português de Design, Lisboa. ;
4. PENN, Mark. (2009) – Microtrends – the small forces behind tomorrow's big changes, Twelve, Boston;
5. KELLER, Maura (2010) – Design matters - Portfolios 01 – an essential primer for today's competitive market, Rockport Publishers, Minneapolis.

#### Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of theoretical, 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 theoretical papers presented.

#### Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
  - Portfolio - 70%
  - Presentations - 30%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
  - Practical Work - 40% (Theoretical practical work proposal with the respective technical report and oral presentation.)
  - 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 | Helena Maria Lopes Pires Génésio | António José Santos Meireles | Carlos Manuel Costa Teixeira |
| 14-12-2022                                      | 15-12-2022                       | 23-01-2023                   | 29-01-2023                   |