

Course Unit	Portfolio	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	2
Workload (hours)	135	Contact hours	T - - TP 18 PL 20 TC - S - E - OT 16 O -
		Level	1-3
		Code	9898-662-3204-00-23
		ECTS credits	5.0

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. 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. 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
19-02-2024	20-02-2024	21-02-2024	25-02-2024