

Course Unit	Visual Communication of the Show		Field of study	Visual Arts	
Bachelor in	Arts Recreation and Production		School	School of Education	
Academic Year	2022/2023	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	5.0
Workload (hours)		135	Contact hours	T - TP 18 PL 20 TC - S - E - OT 16 O -	
Code: 9933-660-2101-00-22					

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. Understands the principles of design and communication as a project and methodological activity;
2. Understands the different natures of the textual and iconic elements applied to communicative concepts;
3. It dominates the organization and composition of the graphic elements that structure a visual field;
4. Creatively mastered visual concepts in solving problems of graphic communication of the show.

Prerequisites

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

Course contents

1 - Previous considerations on Communication Design; 2 - Typography, image and graphic concepts; 3 - Graphic composition techniques; 4 - Advertising show project.

Course contents (extended version)

1. Previous considerations on Communication Design;
2. Typography, image and graphic concepts;
3. Graphic composition techniques;
4. Advertising show project.

Recommended reading

1. ARNHEIM, R. (2005) Arte e Percepção Visual, Pioneira, S. Paulo
2. BARNICOAT, J. (2011) Los Carteles, su Historia y su Lenguaje, Ed. G. Gili, Barcelona
3. BRINGHURST, R. (2004) The Elements of Typographic Style, Ed. Hartley & Marks, Washington
4. KANE, J. (2005) Manual de Tipografia, Ed. G. Gili, Barcelona
5. MEGGS, P. (1992) Type and Image: The Language of Graphic Design, John Wiley & Sons.

Teaching and learning methods

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

Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
 - Projects - 65%
 - Presentations - 20%
 - Development Topics - 15%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
 - Practical Work - 40%
 - Practical Work - 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	Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Carlos Manuel Costa Teixeira
06-02-2023	06-02-2023	06-02-2023	07-02-2023