

Course Unit	Visual Communication of the Show		Field of study	Visual Arts	
Bachelor in	Arts Recreation and Production		School	School of Education	
Academic Year	2023/2024	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: 9933-660-2101-00-23					

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) António José Santos Meireles

### 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

António José Santos Meireles	Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Carlos Manuel Costa Teixeira
13-12-2023	13-12-2023	26-12-2023	11-02-2024