INSTITUTO POLITÉCNICO DE BRAGANÇA

Course Unit	Design and Visual Communication		Field of study	Audiovisuals
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism

Academic Year	2022/2023	Year of study	2	Level	1-2	ECTS credits	6.0
Type	Semestral	Semester	1	Code	9205-714-2105-00-22		

Workload (hours)	162	Contact hours	T	-	TP	60	PL	-	TC	-	S	-	E	-	OT	-	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)	Paulo Ricardo da Silva Alves, Raquel Cristina Sousa Pires

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand practices, languages and methods of communication design;
2. Hold notions and organizational principles of visual communication;
3. Master visual identity systems - corporate identity;
4. Acquisition of skills for the appropriate choice of type for different tasks, underlying their function;
5. Master the project development process of a project;
6. Acquisition of skills for integrating textual material and imagery, in a two-dimensional surface; the various degrees of information (ordering and ranking communication) and expressiveness;
7. Master bitmap and vector drawing tools;
8. Basic understanding of the potential of various graphical features: shape/space/color/texture.

Prerequisites

Before the course unit the learner is expected to be able to:
Computer literacy.

Course contents

[Mod 1] 1. 2. 3. 4. 5. [Mod 2] 6. [Mod 1] 1. Communication Design (framework); 2. Visual Composition; 3. Design, Marketing and Communication; 4. Typography; 5. Visual identity systems. [Mod 2] 6. Image, perception and compositional principles; Graphic composition tools: - Digital instruments (vector; vector art); - Digital instruments: bitmap.

Course contents (extended version)

1. Comunication design:
   - Practices, methods and languages;
   - Origins, concepts and delimitation;
   - From the Industrial Revolution to the Modern Era;
   - The Postmodern Design and the graphic Design in the global village.
2. Visual Composition:
   - Concepts and structural principles of visual composition and Graphic Design;
   - Composition relations - concept/image/text;
   - Gestalt principles of form perception;
   - Color theory basics - Color Models, Color Systems (Additive and Subtractive Color);
   - Grid Systems and typesetting - rules and typographic grids;
   - Visual rethoric;
   - Case studies/Artworks.
3. Design, Marketing and Communication:
   - Design trends applied to Marketing and Communication;
   - The Design process;
   - Design Thinking - Communication Design and digital media.
   - Case studies/Artworks.
4. Typography:
   - Concept and framework: From typography to book. . . From typography, the graphic Design;
   - Type Anatomy;
   - The word image, the letter as visual representation and as autonomous graphics;
   - Fonts: learning and analysis;
   - Case studies/Artworks.
5. Visual Identity Systems:
   - Visual Identity (branding): symbols, logotypes and the creation of graphic brands;
   - Application of graphic brands to specialized areas;
   - Graphic standards manual - elaboration, extension of visual identity and rules of use.
   - Case studies.
6. Tools typesetting and image editing (Software practice applied to communication design):
   - Image concept; Image resolution and formats; Bitmap vs vector; additive and subtractive method
   - Digital instruments: vector (software; interface and tools; experimentation/creation).
   - Vector Art: Process; Graphic styles; Analysis of some Artworks.
   - Digital instruments: bitmap (bitmap image editing; interface and tools; experimentation/creation).
   - Image editing and manipulation for social media: FB vs LI recommendations & analysis; Photobashing.

Recommended reading

1. Arheim, R. (1991). Arte & Percepção Visual. Uma Psicologia da Visão Criadora. 6. ª edição. São Paulo: Pioneira. ISBN: 9788522101481
2. Johnson, M. (2012). Problem Solved. How to recognize the nineteen recurring problems faced in design, branding and communication and how to solve them (2nd ed.). London: Phaidon. ISBN: 9780714864730
3. Lupton, E. (2014). Thinking with type: A Critical Guide for Designers (...). 2nd Ed. New York: Princeton Architectural Press. ISBN: 9781616893507 /Lupton, E. (2008). Graphic Design Thinking (. . .)
4. Meggs, P. B. & Purvis, A. W. (2012). Meggs' History of Graphic Design. 5th edition. United Kingdom: Jonh Wiley & Sons. ISBN 10: 0470168730
5. Munari, B. (2013). Design e Comunicáção Visual. Lisboa: Edições 70. ISBN: 9789724412801

Teaching and learning methods

Carrying out (individual and group) theoretical-practical projects in direct correspondence with the applicability of theoretical content and the acquisition of skills in practical domains; Technical, procedural and formal exploration; Monitoring and criticism about the development of projects; Analysis and discussion of projects.

Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
    - Experimental Work - 20% ([Mod 1] Class exercises (individual research): application of the material given in the class.)
    - Case Studies - 30% ([Mod 1] Proj. 1 (Grp+individual): Brand Case Study (includes humanitarian campaign prototype - P2).)
    - Experimental Work - 10% ([Mod 2] Exercise 1 - number 6, point 2 (individual): "Vector Image".)
    - Projects - 20% ([Mod 2] Project 1 - number 6, point 2 and 3 (individual): "Me as a product".)
    - Projects - 20% ([Mod 2] Project 2 (individual): "Humanitarian campaign and communication for social networks".)
2. Project (Supplementary/second period Exam) - (Regular, Student Worker) (Supplementary)
    - Projects - 100%
3. Final Exam - (Regular, Student Worker) (Special)
    - Final Written Exam - 100%
4. Mobility students - (Regular, Student Worker) (Final, Supplementary, Special)
    - Projects - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Paulo Ricardo da Silva Alves, Raquel Cristina Sousa Pires	Luisa Margarida Barata Lopes	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
07-10-2022	09-10-2022	12-10-2022	13-10-2022