

Course Unit	Design and Visual Communication	Field of study	Audiovisuals
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	2
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT - , O -
Level	1-2	ECTS credits	6.0
Code	9205-714-2105-00-23		

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) 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. Communication 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 rhetoric;
  - 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 Comunicação 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. Final Evaluation (Internal and Mobility): - (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, Special)
  - Projects - 100% (Digital illustration (individual): illustrator or photoshop [Mod 2] + descriptive memory [Mod 1])

**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	Barbara Costa Vilas Boas Barroso	Sonia Paula da Silva Nogueira
03-11-2023	05-11-2023	13-11-2023	13-11-2023