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| 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 | Level | 1-2 | ECTS credits 6.0 |
| Type | Semestral | Semester | 1 | Code | 9205-714-2105-00-23 | |

| Workload (hours) | 162 | Contact hours | T - | TP 60 | PL - | TC - | S - | E - | OT - | O - |
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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 |
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## 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. 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 |
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| 03-11-2023 | 05-11-2023 | 13-11-2023 | 13-11-2023 |