ipb
INSTITUTO POLITÉCNICO
DE BRAGANÇA

Course Unit	Communication Design		Field of study	Audiovisuals and Media Production	
Bachelor in	Multimedia		School	School of Public Management, Communication and Tourism	

Academic Year	2023/2024	Year of study	1	Level	1-1	ECTS credits	6.0
Type	Semestral	Semester	1	Code	9213-656-1101-00-23		

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)	Catarina Machado Almeida, João Pedro Correia Isidro

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand communication design practices, languages and methods;
2. Retain notions and organizational principles of visual communication;
3. Master visual identity systems and corporate identity;
4. Develop concepts of visual organization;
5. Master the project development process of a project;
6. Develop and explore different formal solutions.

Prerequisites

Before the course unit the learner is expected to be able to:
No Pre-requirement applied.

Course contents

1. Communication Design; 2. Visual Composition; 3. Typography; 4. Visual identity; 5. Infography; 6. Poster; 7. Graphic composition tools.

Course contents (extended version)

1. Comunication design:
    - Practices, methods and languages;
    - Project Design Methodology;
    - Design Thinking;
    - Principles of Graphic Design.
2. Visual Composition:
    - Concepts and structural principles of visual composition;
    - Composition relations - concept/image/text;
    - Grid Systems and typesetting;
    - Reproduction of images;
    - Image and text management;
3. Typography:
    - Historical evolution of typography - history of the evolution of verbal coding;
    - Analysis and study of typographic fonts;
    - Case studies;
    - Origin and structure of large families of typefaces;
    - Recognition of dominant elements in letter design;
    - Letters as a fundamental element of graphic design;
    - Construction of words;
    - Relativity of the notion of spatial equality;
    - Notions of legibility and reading impediments;
    - Phrases - introduction of the variables space, size and color.
4. Visual identity:
    - Visual identity (branding) - historical contextualization;
    - The visual identity: symbols, logotypes and the creation of graphic brands;
    - Analysis, investigation and execution of visual identity proposals;
    - The diverse applications of identities and brands;
    - Graphic standards manual - elaboration, extension of visual identity and rules of use.
5. Infography:
    - Creation of images for viewing texts or content for predetermined purposes;
    - Visual dramatization of quantities, values and numerical expressions;
    - Visual clarification of abstract concepts, structures, organizational systems;
    - Develop visual records clearly.
6. Poster;
    - Historical context of the poster;
    - The poster as a means of communication;
    - Poster elements (support, typography, image, colour, composition);
    - Structuring principles of the poster (information hierarchies).
7. Graphic composition tools.
    - Adobe Illustrator

Recommended reading

1. Kane, J. (2002). A type primer. Laurence King Publishing.
2. Branco, J. (1996). A importância da Imagem Coordenada Empresarial Cadernos de Design 13/14. Centro Português de Design.
3. Gordon, B., Gordon, M. (2002). O Guia Completo do Design Gráfico Digital. Livros e Livros. ISBN: 9789727911035
4. Lupton, E. (2006). Pensar com Tipos: Guia para designers, escritores e estudantes. Cosac Naify.
5. Bringhurst, R. (2006). Elementos do Estilo Tipográfico. Cosac Naify.

Teaching and learning methods

Carrying out individual 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. Continuos evaluation - (Regular, Student Worker) (Final)
    - Projects - 100% (Individual projects. Attendance in 80% of classes taught.)
2. Incoming students - (Regular, Student Worker) (Final, Supplementary, Special)
    - Projects - 100%
3. Supplementary and Special season - (Regular, Student Worker) (Supplementary, Special)
    - Projects - 90% (Individual projects (minimum grade of 7 points).)
    - Presentations - 10% (Oral presentation of the projects developed: explanation of the process and final result.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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17-10-2023	18-10-2023	13-11-2023	12-12-2023

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