

Course Unit	Digital Laboratory	Field of study	Audiovisuals and Media Production
Bachelor in	Multimedia	School	School of Public Management, Communication and Tourism
Academic Year	2021/2022	Year of study	1
Type	Semestral	Semester	2
Level	1-1	ECTS credits	6.0
Code	9213-656-1203-00-21		
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) Joao Pedro Correia Isidro, Rogerio Junior Correia Tavares

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Master the notion of communication design, its nature and syntax, relating historical, social and cultural aspects through digital tools;
2. Obtain knowledge of project practice;
3. Conceive and to develop notions and capacity organization, associating composition elements that structure the visual communication;
4. Understand the computer as an operative tool and as and joining elements of creative potentialities;
5. Highlight the conceptual and creative aspect in solving problems of graphic visual communication, through the use of current digital tools;
6. Recognize, distinguish and work with vector and bitmap editing tools.

### Prerequisites

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

### Course contents

1. Preliminary Considerations on Communication Design; 2. Graphic composition; 3. Digital tools for visual communication; 4. Graphics and editing.

### Course contents (extended version)

1. Preliminary Considerations on Communication Design;
  - The notion of Communication design;
2. Graphic composition;
  - Concept / image / text relationship;
  - Neutral and expressive typography;
  - Gestalt and semiotic analysis;
  - Organizational principles of two-dimensional space;
3. Digital tools for visual communication;
  - Hardware and software basics;
  - Study of vector drawing software;
  - Creating and Editing Basic Shapes: Masks, Vectors, and Text
  - Painting and pagination;
  - Dimension, resolution, formats and modes of digital image;
  - Creation, manipulation and organization of type / photo / graphic elements;
4. Graphics and editing.
  - Conceptualization, development and characterization of graphic products.

### Recommended reading

1. BRINGHURST, R. (1997) - The Elements of Typographic Style. Hartley & Marks.
2. MULLER-BROCKMAN, J. (1999) - Grid Systems in Graphic Design. Niggli Verlag.
3. LUPTON, E. (2010) - Thinking With Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.
4. MANOVICH, L. (2013) - Software Takes Command. Bloomsbury.
5. MEGGS, P. (1992) - Type and Image: The Language of Graphic Design, John Wiley & Sons.

### Teaching and learning methods

Theoretical content of exposure; Launch of individual proposals of theoretical and practical work and / or group; Attendance and advise about the development of the work; Analysis and public discussion of the final results of the theoretical and practical papers presented;

### Assessment methods

1. Distributed assessment - (Regular) (Final, Supplementary, Special)
  - Projects - 60%
  - Presentations - 20%
  - Development Topics - 20%
2. Practical Work - Work presentations end semester - (Regular, Student Worker) (Final, Supplementary, Special)
  - Presentations - 20%
  - Practical Work - 80%

### Language of instruction

1. Portuguese
2. English

### Electronic validation

Joao Pedro Correia Isidro, Rogerio Junior Correia Tavares	Ana Lucia Jesus Pinto	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
13-06-2022	11-07-2022	11-07-2022	12-07-2022