Course Unit	Digital Laboratory			Field of study	Audiovisuals and Media Production	
Bachelor in	Multimedia			School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	1	Level	1-1	ECTS credits 6.0
Type	Semestral	Semester	2	Code	9213-656-1203-00-22	

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)	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 publishing, 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
01-03-2023	12-03-2023	13-03-2023	15-03-2023