Course Unit	Design and Visual Communication			Field of study	Audiovisual and Media Production	
Bachelor in	Communication and Journalism			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	9662-657-1203-00-22	

| 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)	Ana Lucia Jesus Pinto, 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:
No Pre-requirement applied.

Course contents

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

Course contents (extended version)

1. Comunication design:
   - Practices, methods and languages;
   - Project Design Methodology;
   - Design Thinking;
2. Visual Composition:
   - Concepts and structural principles of visual composition and Graphic Design;
   - Composition relations - concept/image/text;
   - Grid Systems and typesetting - rules and typographic grids;
   - Characterisation of the text;
   - Reproduction of images;
   - Image and text management;
   - Structuring elements of the text.
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);
   - The visual identity: symbols, logotypes and the creation of graphic brands;
   - The diverse applications of identities and brands;
   - Application of graphic brands to specialized areas;
   - 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;
6. Graphic composition tools:
   - Planning, models, prototypes and project design development;
   - Adobe Photoshop, Indesign and Illustrator.

Recommended reading

1. Embury, G. & Minichiello, M. (2018). Reportagem ilustrada. Do desenho ao jornalismo: princípios básicos, técnicas e recursos. Barcelona: Gustavo Gili. ISBN 9788584521388
2. Errea, J. (2018). Newspaper Design. Berlin: Gestalten. ISBN: 9783899555363 /Kane, J. (2011). A type primer. London: Laurence King Publishing. ISBN10: 1856696448
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. Rendgen, S. & Wiedemann, J. (2012). Information Graphics. Köln: Taschen. ISBN: 9783836583831

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.

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Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
    - Projects - 70% (Individual and group project: DThink/Editorial D - principles of visual composition;CONN text/image.)
    - Development Topics - 30% (Individual research works: application of the material given in class)
2. Final Exam Evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
    - Final Written Exam - 100%
3. Mobility students - (Regular, Student Worker) (Final, Supplementary, Special)
    - Portfolio - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Ana Lucia Jesus Pinto, Raquel Cristina Sousa Pires	Manuela Dolores Ferreira Carneiro	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
03-03-2023	17-03-2023	22-03-2023	26-03-2023

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