

Updated On	2023/06/26																																
Curricular Year / Period	2022/23 / S1																																
Course	Communication Design																																
Curricular Unit	Introduction to Communication Design																																
Language(s) of Instruction	Português																																
ECTS/tempo de trabalho (horas)	<table border="1"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td>160</td> <td>0</td> <td>60</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>20</td> <td>0</td> </tr> </tbody> </table> <p>T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6	160	0	60	0	0	0	0	0	0	20	0
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6	160	0	60	0	0	0	0	0	0	20	0																						
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Vanda José Avelar Correia / vcorreia@ippportalegre.pt																																
Other teachers (GDPR consent) <small>[complete name, email]</small>	Sónia Isabel Correia Tavares / sonia.tavares@ippportalegre.pt																																
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>																																	
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	The Curricular Unit has as main objective the acquisition of structural competences in the field of communication design. It aims at the acquisition of basic knowledge in the area of visual communication. It intends that the student's aptitude in the area of art and creation develops in accordance with the fundamental concepts of a designer's profession.																																
Syllabus	<ul style="list-style-type: none"> - Framing the various aspects of design, namely its assumptions and main areas of activity, in a historical context of the profession of designer and its conceptual evolution. - Introduction to the concept of semiotics and its connection to the field of study of communication design. - Introduction to the concepts of language, sign, icon, sign and symbol. - Aspects of perception essential to understanding communicative processes. - The general characteristics of the sensory systems and the processing of information through the five senses. - Cultural aspects in the understanding of color as a fundamental element in visual communication. - The perception of shapes, colors and the interactions between them. - The analysis processes of the composition of communication design objects. - Study of an analysis of the formal composition. - Study of a denotative analysis. - Study of connotative analysis (iconic and linguistic). 																																
Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	<p>1 - Teaching methodologies</p> <p>This curricular unit Introduction to Communication Design is organized into hours of theoretical-practical contact, which will include the implementation of practical work, developed based on the theoretical knowledge acquired, and hours of tutorial guidance aimed at monitoring the work proposed for the evaluation of each proposal.</p> <p>In the development of each project, a follow-up methodology suitable for learning and consequent mastery of the processes specific to communication design projects will be followed.</p> <p>2 - Period assessment</p> <p>Theoretical-practical assignments 80% Participation 20%</p>																																

	<p>Realization of theoretical-practical work, through proposals to be presented by the teacher, and obligatorily delivered by the stipulated deadlines.</p> <p>3 - Examination assesement</p> <p>Completion or improvement of the theoretical-practical work developed in class, to be presented and delivered on the date set for the exam.</p> <p>Conditions for access to exams: In addition to the specifically regulated exceptions, students whose weighted average of the various practical and laboratory components is equal to or greater than 7.0 have access to the exams. 1st and 2nd chance exams and special assessment period: Completion or improvement of the theoretical-practical work developed in class, to be delivered on the date set for the exam.</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <p>ARNHEIM, Rudolf, Arte e Percepção Visual Uma psicologia da visão criadora, Pioneira, São Paulo, 1992 FRASCARA, Jorge, Communication Design Principles, methods, and practice, Allworth, Nova Iorque, 2004 HOLLIS, Richard, Design Gráfico, Uma História Concisa, Martins Fontes, 2001 ITTEN, Johannes, Art de la Couleur, Dessain et Tolra, 2000 JOLY, Martine, A Imagem e os Signos, Edições 70, Lisboa, 2005 JOLY, Martine, Introdução à Análise da Imagem, Edições 70, Lisboa, 1999</p> <p>2 - Complementary Bibliography</p>
<p>Special Situations [Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>Students with student-worker status, or other special regimes, should get in touch with the teacher at the beginning of the module in order to arrange procedures for monitoring the work.</p> <p>2 - Examination assesement - Students with special status</p> <p>Completion or improvement of the theoretical-practical work developed in class, to be presented and delivered on the date set for the exam.</p> <p>Conditions for access to exams: In addition to the specifically regulated exceptions, students whose weighted average of the various practical and laboratory components is equal to or greater than 7.0 have access to the exams. 1st and 2nd chance exams and special assessment period: Completion or improvement of the theoretical-practical work developed in class, to be delivered on the date set for the exam.</p>