

Updated On	2023/09/12											
Curricular Year / Period	2023/24 / S2											
Course	Communication Design											
Curricular Unit	Seminar											
Language(s) of Instruction	Português Inglês											
ECTS/tempo de trabalho (horas)	ECTS	Total	Horas de contacto semestral									
	3	80	T	TP	PL	S	TC	E	O	OT	EC	
						30				10		
	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.											
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Pedro Alexandre Santos Matos / pmatos@ipportalegre.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>	<p>The CU complements academic training by presenting examples of good practice and an interdisciplinary view on the performance of the profession.</p> <p>The CU provides a link between academic learning and the exercise of the profession through the realization of a working experience.</p> <p>The CU works as an aggregator and synthesizes the knowledge, skills and competences of the remaining CUs in the course, deepening the design practice with real exercises.</p> <p>Through a particular methodology, CU has a flexible character, allowing space for plural reflection and debate, inside and outside the classroom and school, from the initial design phase to its implementation.</p> <p>The CU provides and enhances different perspectives on design practice, including transversal or parallel aspects to design and its practice.</p> <p>In practical terms, the CU focuses on realities and specific local and regional needs, studying and exploring the potential for innovation and dissemination of products or services.</p> <p>The CU intends to establish concrete and effective links with society, culture and the economy of the region, through its institutions, public or private.</p>											
Sustainable Development Goals												
Syllabus	Professional Practices in Design Ethics and Deontology of the Profession Copyright and Industrial Protection Design Methodology Design Management Design in Portugal: History and Contemporary Design, Industry and Production Technologies Design, Art and Crafts Design, Marketing and Advertising Design Dissemination											
Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	<p>1 - Teaching methodologies</p> <p>Theoretical sessions and debate. Presentation of practical examples, their analysis and criticism. Working experience / mini-internship.</p> <p>2 - Period assessment</p>											

	3 - Examination assesement
Bibliography	1 - Main Bibliography 2 - Complementary Bibliography
Special Situations [Students with special status]	1 - Period assesement - Students with special status 2 - Examination assesement - Students with special status