

FINAL PROJECT IN GRAPHIC DESIGN

Degree in Graphical Design

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Code: 11212

Main Scientific Area: Communication Design

Lecturer: Nuno Duarte Martins

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 120h Total Workload: 170h

ECTS: 12,0

Objectives

The Anteprojecto UC works as a space for reflection and discussion of creative ideas that are generating projects in the area of Communication Design with social, cultural or commercial relevance. This format will seek to create the necessary conditions to stimulate the proactivity that result in the development of entrepreneurial solutions. Therefore, this discipline will identify, test and adopt research methods that will revert to students' projects. Students should acquire competencies in the management and execution of Communication Design projects through a permanent work of investigation and analysis and critical discussion.

Learning Outcomes

The present curricular unit is the culmination of the academic course of Project, from there assuming as a presupposition the domain of specific competences linked to the several areas of Communication Design.

Thus, cross-cutting objectives of the Project are outlined, namely:

1. Be able to respond to the challenges and demands of the professional market.
2. Make projects that can be applied and recognized in the most varied social, cultural, professional, academic and market contexts.
3. Know and apply the formal and theoretical foundations of the Communication Design language.
4. Develop a capacity for argumentation and conceptual grounding in all phases of a project, as well as coordination of a work team.
5. Deepen the knowledge about the project methodologies acquired in the years to come.
6. Acquire autonomy in individual and team work in the development of communication projects.

Course Contents

Part 1: Research and Development Methodologies.

- 1.1. Introduction to research methodologies and their application in practical projects.
- 1.2. The processes of developing a project in a professional context.
- 1.3. Design, society, culture and media.
- 1.4. The professional market of Design.
- 1.5. The submission of a project proposal

Part 2: Project development.

- 2.1. Project methodologies: management; the work of atelier; the interaction with the client and the different participants in the project development process.
- 2.2. The fieldwork
- 2.3. Academic knowledge and its applicability in the professional market. The relation between theory and practice.
- 2.4. The development of the written dossier and the practical project.

Part 3: Communication and Dissemination

- 3.1. The evaluation of the project and the theoretical-practical redefinition of the initial assumptions.
- 3.2. Communication and dissemination of results.
- 3.3. The final presentation of the project.

Recommended Bibliography

- Bártolo, José (org.). Design Português. Vol. 1-7. Vila do Conde: Verso da História, 2015.
- Bell, Judith. Como realizar um projecto de investigação. Lisboa: Gradiva, 1993.
- Eskilson, Stephen J. Graphic Design: A New History. London: Laurence King Publishing, 2007.
- VILAR, Emílio Távora. Design et Al. Lisboa: Dom Quixote, 2014.

Learning and Teaching Methods

The main objective of this UC is to prepare students for entry into the labor market. It is intended to foster in the student the proactivity, through a set of exercises ranging from the identification of a problem of communication design in real context, to the development of a solution and its final application.

In this sense, the program and the curricular activity are organized in three phases:

A) Work proposal - where the student should define the specific area that he / she intends to explore and present the project that he proposes to develop.

B) The project - this phase corresponds to the effective development of practical and theoretical work, where the collective discussion and the exchange of personal experiences among the students, developed in the field work, are stimulated in the classroom.

C) Communication and conclusions - in this last phase, the student should focus on completing all the details of the work, as well as preparing the public presentation of the project, including the definition of its objectives and strategies for entry into the labor market and / or in the continuity of their academic training (for example, in masters courses).

Through this process of work, it is intended to make a gradual and effective transition from the academic world to the professional.

Assessment Methods

Due to the theoretical and practical nature of the course, the student's evaluation provides not only a sustained course in the course of the exercises, but also his attendance and compliance with the proposed deadlines. The evaluation is punctuated by three moments of evaluation and by the result of the continuous evaluation (CA) described below.

The evaluation in this curricular unit results from the conjugation of the components:

$$(F1 \times 0.15) + (F2 \times 0.5) + (F3 \times 0.2) + (AC \times 0.15)$$

The student must personally deliver his project at the beginning of the class defined as the deadline for delivery, being entitled to a tolerance of 15 minutes, after which he will receive a 2 points penalty on the overall grade of the work. No work delivered by other means or after the deadline will be accepted.

The teacher assumes that all the work delivered is the author of the student who signs it.

If it is found that some work was not done by the student who signs it, the student will receive 0 (zero) in the respective evaluation component.

In this curricular unit, the evaluation of learning during the 1st and 2nd semester exams is not applicable. The grade improvement in this curricular unit is carried out by a new frequency of the curricular unit, and the student must proceed as stipulated in point 3 and in point 4 of the RIAPA of the ESD. The improvement of grade is possible by frequency of 2/3 of classes taught with the accomplishment of a project determined by the teacher of the curricular unit at the beginning of the semester and duly agreed with the Disciplinary Area of Communication Design.

Finalists and special status students have access to the special examination period that is taking place at the end of the school year, as foreseen in the RIAPA.

ASSISTANCE AND PUNCTUALITY

Attendance and punctuality are determining factors for a good performance in the curricular unit and for the final evaluation:

- Assiduity: the student can not exceed the total of 1/3 of absences of the classes taught in the semester. If you exceed this limit number, the student will be automatically disapproved.
- Punctuality: maximum tolerance of 10 minutes and once exceeded will be considered lack of presence.