

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 objective of the Anteprojecto UC is to prepare the student to enter the labor market. This curricular unit will be a space for reflection and discussion of creative ideas that will generate projects in the area of Communication Design with social, cultural or commercial relevance, through direct field experience. It is intended to stimulate proactivity that will result in the development of entrepreneurial solutions that converge with their future professional and academic goals.

This course will identify, test, and adopt study and work methods that support students' projects and prepare them for the dynamics of studio work in a professional context. Students will acquire skills in the management and execution of Communication Design projects through ongoing research and critical analysis.

Learning Outcomes

This 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 design 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

- Eskilson, Stephen J. Graphic Design: A New History. London: Laurence King Publishing, 2007.
- Martins, Nuno; Brandão, Daniel; Paiva, Francisco (eds.). 2023. Perspectives on Design and Digital Communication III: Research, innovations and best practices. Springer Series in Design and Innovation, vol 24. Cham, Switzerland: Springer. ISBN: 978-3-031-068 <https://doi.org/10.1007/978-3-031-20364-0>
- Martins, Nuno Brandão, Daniel (eds.). 2023. Advances in Design and Digital Communication: Proceedings of the 6th International Conference on Design and Digital Communication III, Digicom 2022, November 3–5, 2022, Barcelos, Portugal, vol 27. Springer Series in Design and Innovation. Springer, Cham. <https://doi.org/10.1007/978-3-031-06809-6>
- 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

LEARNING EVALUATION

The system of assessment in this curricular unit is the continuous assessment (according to point 1 of article 3 of the RACC of the ESD).

The student's assessment comprises not only a sustained course of the exercises, but also his assiduity, participation and compliance with the proposed deadlines. The assessment is punctuated by three assessment moments and by the result of the continuous assessment (CA) described below.

The assessment in this curricular unit results from the combination of the components:

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

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.

EXAM PERIOD

This curricular unit does not allow the 1st or 2nd semester examination season (according to point 4 of article 4 of the RACC of ESD)

SPECIAL EXAM PERIOD

Only the students who are in special regime of attendance have access to this period (as described in section I, article 135 and point 5, article 209 of the Academic Regulation of IPCA).

The assessment in this special season includes the following elements of learning evaluation with the following weighting

$$(\text{Practical exercise} \times 0.6) + (\text{Dossier} \times 0.2) + (\text{Presentation of the work} \times 0.2)$$

IMPROVEMENT OF GRADE

In this curricular unit, the grade improvement works through continuous assessment (according to point 2 of article 6

of RACC of ESD)

The assessment includes the following elements of learning evaluation with the following weighting:

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

ASSISTANCE AND PUNCTUALITY

Attendance and punctuality are determining factors for a good performance in the curricular unit and for the final assessment.

The student cannot exceed 1/4 of the total number of absences of the classes taught during the semester. If this number of absences is exceeded, the student will automatically fail the course.

If the student is not punctual, there will be a penalty in the final evaluation; and if the student is more than 10 minutes late, there will be an attendance penalty.