

GRAPHIC DESIGN PROJECT I

Degree in Graphical Design

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Code: 11215

Main Scientific Area: Communication Design

Lecturer: Cristiana Rodrigues Serejo

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 90h Total Workload: 100h

ECTS: 7,0

Objectives

In the Project I subject it is intended that students develop design projects in the areas of information and communication of events in various supports and with a special focus in the poster.

The projects have a strong practical side and are close to actual scenarios. The student should be able to understand communication within a new technological paradigm, and contemporary culture, knowing the history and the ancestors of the discipline of Design.

Learning Outcomes

We intend to stimulate the ability of the student to carry out an activity governed by the basic principles of project methodology of communication Design, creativity and awareness of the ethical and social responsibility of the Designer. The student must know and apply the theoretical foundations and formal language of graphic Design. Being capable of building signs that have having significant meaning in terms of communication and aesthetics, and develop coherent and effective typographical applications. Develop a symbolic code able to establish an effective communication in economic and technological social contexts. Encouraging the development of a graphic language and vocabulary and the ability to own reasoning and conceptual arguments at all stages of a project and being capable of coordination within a team.

At the end of the semester students should be able to develop a specific technical vocabulary and have competences in managing and implementing Design projects of visual identity, through a permanent research, exercise critical analysis and public discussion of projects.

Course Contents

Objectives, Organization, Resources for the study; Assessment.

1.1. Development of an individual reflection and conceptualization of an intervention message framed in the contemporary cultural context.

1.2. Introduction to (low cost) mass production.

1.3. Introduction to drawing strategies towards a graphical concept.

1.3.1. The design: position, shape, orientation, colour, texture, value, size.

- 1.3.2. Typography and visual message.
- 2.1. The poster - History, technology and current reality.
- 2.2. Introduction to the criteria and values of the image: iconicity, abstraction, complexity, simplicity, normativity, universality, history, aesthetics or connotative load; fascination.
- 2.3. Analytical study of form and function in particular cases.
- 2.4. Concept of authorship in visual culture.
- 2.5. The design: position, shape, orientation, color, texture, value, size.
- 2.6. Typography and visual message.
- 2.7. Technical aspects of industrial production.

ACTIVITIES:

P1.1; P1.2

Personal manifest in the form of a stencil poster and a t-shirt.

P2.1

History of poster design. Design of a poster. P2.2
Creating a communication strategy for an event.

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Creating a communication strategy for an event.

Recommended Bibliography

BARNICOAT, John, Posters a concise History, Londres: Thames Hudson, 1972. BRINGHURST, Robert, The Elements of Typographic Style, Vancouver: Hartley Marks, 2002.

COWLEY, David (ed.), Plakat remediacje: Poster Museum at Wilanów, Warsaw 2016.

FLUSSER, Villém. Por uma filosofia do Design. Lisboa: Relógio d'Água. 2010

HUGHES, Philip, Exhibition Design. Laurence King Publishing, 2010

MILLMAN, Debbie, The Essential Principles of Graphic Design, Mies: Rotovision, 2008.

MEGGS, Philip B., Meggs' History of Graphic Design, New Jersey: John Wiley Sons, 2006.

MEGGS, Phillip B., Type Image – The Language of Graphic Design, New York: John Wiley Sons Inc., 1992.

MÜLLER-BROCKMANN, Josef. Grid Systems, Niederteufen: Verlag Arthur Niggel, 1981.

MUNARI, Bruno, Design e Comunicação Visual, Lisboa: Edições 70, 1982.

PIPES, Alan, Production for Graphic Designers, Ed. Laurence King, 1997.

POYNOR, Rick, Design Without Boundaries – Visual Communication in Transition, London: Booth-Clibborn Editions, 1998.

WHITE, Alex W., The Elements of Graphic Design, Allworth Press, 2011.

Learning and Teaching Methods

1: It is intended that the student understands the various dimensions of the design program. As such, the 1st part of the program (P1.1 and P1.2) focuses on the development process and critical discussion of a program originally designed for 2 different media - poster and t-shirt - and it's graphics solution.

2: It is intended that students develop design projects in the areas of information and promotion and dissemination of events, using a range of graphic and para-graphic communication media, with special emphasis on the poster, centerpiece in both proposals of the 2nd half the program.

3: The project 2.2 reveals a strong practical aspect, confronting the student with the demands and complexities of a real project, in the context of a cultural and scientific event.

4: In this course students should be able to understand the communication within a new technological paradigm and contemporary culture, knowing the history and the ancestors of the discipline. These objectives are transversal to the 2 moments of the program, but in P # 2.1 (component of history and research in graphic design) and P # 2.2 (communication of an institutional event making use of traditional and emerging communication platforms), they are more evident.

Assessment Methods

The evaluation is scored in four stages and is the result of continuous assessment (in the case of the general regime).

Attendance and punctuality are crucial to good performance during classes and at the final evaluation. The student cannot exceed a total of 10 absences in the semester, or he will automatically fail.

Given the nature of the system of continuous evaluation of this course, are not provided for: final exam, exam for grade improvement; special season exam; exam grade improvement in special season, as decided by the disciplinary group of communication design in accordance with the teacher of the course.

Estimated evaluation dates:

P1.1 > week 3 P1.2 > week 5 P2.1 > week 9 P2.2 > week 17

In the general regime the evaluation is the result of the conjugation of the following components: $(0.1 \times P1.1) + (0.1 \times P1.2) + (0.35 \times P2.1) + (0.45 \times P2.2)$