

GRAPHIC DESIGN PROJECT I

Degree in Graphical Design

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Code: 11215

Main Scientific Area: Communication Design

Lecturer: Ana Catarina Vieira Rodrigues da Silva

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 90h Total Workload: 100h

ECTS: 7,0

Objectives

In the Graphic Design Project I course 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 on the poster and other parallel supports. The projects have a strong practical side and resemble real scenarios. The students 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

- Understand communication within a new technological paradigm and contemporary culture, knowing the history and ancestors of the discipline of design;
- Stimulate the ability to develop an activity oriented by the basic principles of the project design methodology of communication design, creativity and awareness of the ethical dimension and social responsibility of the designer;
- Know and apply the formal and theoretical foundations of the graphic design language;
- Build signs, endowed with relevant meaning from a communicational and aesthetic point of view, and develop coherent and effective typographic articulations;
- Develop a symbolic code capable of establishing efficient communication in particular social, economic and technological contexts;
- Encourage the development of the students' graphic language and vocabulary and the capacity for argumentation and conceptual foundation in all phases of a project, as well as coordination within a work team.

Course Contents

Objectives, Organization, Resources for the study; Assessment.

1

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

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, colour, texture, value, size.
 - 2.6. Typography and visual message.
 - 2.7. Technical aspects of industrial production.

ACTIVITIES:

- P#1 Personal manifest in the form of a stencil poster.
P#2 History of poster design. Design of a poster.
P#3 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
- LASEROW, S.; DELGADO; N. Making Posters – from concept to design, London: Bloomsbury Visual Arts. 2020.
- LUPTON, Ellen, How Posters Work. New York: Cooper Hewitt, 2015
- 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 first part of the program focuses on the process of developing and critically discussing an original design program for a communication medium - poster - and its graphic solution using the least possible visual and material resources.
- 2: It is intended that the student develops design projects in the areas of information and promotion and dissemination of events, using various graphic and para-graphic communication supports, with special emphasis on the poster, which is the centrepiece of all the program's proposals.
- 3: In this course, the student should be able to understand communication within a new technological paradigm and contemporary culture, knowing the history and ancestors of the discipline. These objectives are transversal to the three moments of the program, but in P # 2 (history and research component in graphic design) and P # 3 (the communication of a cultural event using traditional and emerging communication platforms), they are more evident.
- 4: Work proposal 3 of the program reveals a strong practical component, confronting the student with the demands and complexities of a real project, in the context of the institutional communication of a cultural event.

Assessment Methods

Operating Regime

The curricular unit works in a face-to-face basis.

Learning Assessment

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

The continuous assessment includes the following elements of learning evaluation with the following weighting
(0.15 x proposal 1) + (0.30 x proposal 2)+ (0.45 x proposal 3) + (0.1 x continuous assessment)

Examination season

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

Special season assessment

This season is only available for students who are in a special regime of attendance (as described in section I, article 135 and point 5, article 209 of the Academic Regulation of IPCA). The assessment in this special season integrates the following elements of learning evaluation with the following weighting

(0.6 x work proposal) + (0.3 x project dossier) + (0.1 x work presentation)

Grade improvement

In this curricular unit, grade improvement works through continuous assessment (according to point 2 of article 6 of the RACC of ESD). The assessment includes the following elements of learning evaluation with the following weighting

(0.4 x proposal 2) + (0.5 x proposal 3) + (0.1 x continuous assessment)