

## **GRAPHIC DESIGN PROJECT II**

Degree in Graphical Design

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Code: 11216

Main Scientific Area: Communication Design

Lecturer: Cristiana Rodrigues Serejo

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 90h Total Workload: 120h

ECTS: 8,0

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### **Objectives**

In the CU of Graphic Design Project II it is intended that students develop Design projects in the areas of corporate and institutional signage with a strong practical side and close to the actual scenarios. They 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**

It is desired that the student knows how to stimulate the ability 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.

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**

1. Corporative and institucional identity
  - 1.1. Introduction to the concept of visual identity.
  - 1.2. History of the evolution of visual, corporate and institucional identity programs.
  - 1.3. Basic identity signs
  - 1.4. Identity systems e wayfinding systems
  - 1.5. Research and analysis process in identity systems.
  - 1.6. Pratical intervention.
  - 1.7. Elaboration of a corporate identity plan and a graphics norms manual.

### **Recommended Bibliography**

. CHANDLER, Daniel, Semiotics: The Basics, New York: Routledge, 2005.

- . CHAVES, Norberto, La Imagen Corporativa: Teoría y Metodología de la Identificación Institucional, Barcelona: G.Gili, 1994.
- . COSTA, Joan, Design para os olhos - Marca, Cor, Identidade, Sinalética. Lisboa: Dinalivro, 2011.
- . DONDIS, D.A., La sintaxis de la imagen. Introducción al alfabeto visual. Barcelona: G. Gili, 2002.
- . FRUTIGER, Adrian, Signos, símbolos, marcas, señales. Barcelona: G. Gili, 2002.
- . HELFAND, Jessica – Logocentrism. [Consult. 21 Set. 2014]. Disponível na [www: http://designobserver.com/feature/logocentrism/38552](http://designobserver.com/feature/logocentrism/38552)
- . 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.
- . MOLLERUP, Per. Marks of Excellence – The History and Taxonomy of trademarks, London: Phaidon, 1997.
- . MUNARI, Bruno, Design e Comunicação Visual, Lisboa: Edições 70, 1995.
- . OLLINS, Wally. The Brand Handbook. Londres: Thames and Hudson, 2008.

### **Learning and Teaching Methods**

Sections 1.1 to 1.3 of the program are intended to provide students the basic knowledge in: the concept of id system; history of the evolution of visual id programs, corporate and institutional, including communication within a new technological paradigm and a contemporary culture; function, characterization and distinction of basic id signs.

Section 1.4 focus on the discipline of systems of signs, framing the development of a signage program within a program of institutional or corporate id. Section 1.5 of the program is to introduce students to the different phases of research that form the basis of a draft of an institutional or corporate id: analysis; identification; systematization; diagnosis; image policy and communication; communication strategy.

This phase is framed in a real market context.

Section 1.6 is the development of the practical intervention, applying a methodology of design and communication processes in its cultural, social, technological and economic context. Section 1.7 it proceeds to completion of the proposed corporate id and its institutional and graphic standards manual, encouraging the practice of oral and written technical expression.

### **Assessment Methods**

#### **OPERATIONAL REGIME**

Students should read the Academic Regulation (RA) of IPCA and the Regulation of Assessment of Knowledge and Competencies (RACC) of ESD.

The curricular unit works in presence.

## LEARNING ASSESSMENT

### Continuous Evaluation

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

Continuous assessment integrates the following elements of learning assessment with weighting:

Proposal 1.1 = 0.20 + Proposal 1.2 = 0.30 + Proposal 1.3 = 0.15 + Proposal 1.4 = 0.25 + Student attendance and participation = 0.10

### Evaluation during exams (2nd semester)

Given the discipline's objectives, practical work and continuous evaluation, this curricular unit does not allow the exam period of the 2nd semester (according to point 4 of article 4 of the RACC-ESD).

### Special period exam:

Only students who are under a special frequency regime have access to this period (as described in section I, article 135.º and in point 5, article 209.º, of the RA-IPCA). The assessment in this special season includes a set of exercises, over several days, in statements provided on the first day of the exam.

### Grade improvement:

Classification improvements are made by continuous evaluation (according to point 2 of article 6 of the RACC-ESD). In order to improve the classification the student must attend the course again, following the assessment provided for in the curricular unit program.