

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

Objectives

In the Project II subject 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

- . BRINGHURST, Robert, The Elements of Typographic Style, Vancouver: Hartley Marks, 2002.
- . 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
- . DONDIS, D.A., La sintaxis de la imagen. Introducción al alfabeto visual. Barcelona: G. Gili, 2002.
- . DRUCKER, Johanna; MCVARISH, Emily – Graphic design history: a critical guide. Boston: Pearson, 2013

- . 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, Phillip 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.

- . MÜLLER-BROCKMANN, Josef. Grid Systems, Niederteufen: Verlag Arthur Niggel, 1981.
- . MUNARI, Bruno, Design e Comunicação Visual, Lisboa: Edições 70, 1995.
- . OLLINS, Wally. The Brand Handbook. Londres: Thames and Hudson, 2008.

Learning and Teaching Methods

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.

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.

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.

In 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

Considering the theoretical and practical nature of the subject, the students' evaluation not only provides a sustained way in the conduct of exercises, but also to their attendance and compliance with deadlines.

The evaluation is scored in four stages and is the result of continuous assessment (in the case of the general regime). The student cannot exceed a total of 6 absences in the semester, or he will automatically fail. Given the nature of the system of continuous evaluation of this course, , as decided by the disciplinary group of communication design in accordance with the teacher of the course. In the general regime the evaluation is the result of the conjugation of the following components: $(P1.1 \times 0.15) + (P1.2 \times 0.35) + (P1.3 \times 0.25) + (P1.4 \times 0.2) + (AC \times 0.1)$.

The student has to be present in class for final deliveries of projects. Projects that were by the teacher during the class period will not be evaluated. Improvement of final grade is possible by noting frequency of 22 lessons with the completion of two projects determined by the / a teacher (a) of the course at the beginning of the semester and duly agreed with the disciplinary.