

## **GRAPHIC DESIGN METHODOLOGIE I**

Degree in Graphical Design

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Code: 11221

Main Scientific Area: Communication Design

Lecturer: Jorge Manuel Lopes Brandão Pereira

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 90h Total Workload: 100h

ECTS: 7,0

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### **Objectives**

Graphic Design Methodology I curricular unit is the stage of the learning process in methodology and project in the Graphic Design degree. Through the theoretical, methodological and practical development, it aims at developing the capacity to create a sustained visual discourse, built by the experimentation with materials and media, which provide graphical, semantic and contextual communication.

Exploring and discussing the principle of design, the learning process presents the creative possibilities of graphic design, exploring its boundaries in parallel with the reflection of its methodological activity.

The curricular unit adopts the paradigm of skill development, particularly the skills in planning and project management. It is part of the interpretation of arguments and rhetoric associated with the concept 'design', deepening knowledge about methods and methodologies that are useful resources to design and development, nomenclature and structure of the project.

### **Learning Outcomes**

In this course, students have an active role in the learning process and skill development.

At the conclusion of the course, the student should be able to:

1. Interpret arguments and rhetoric associated with the concept 'design'.
2. Explore the grammar of communication design.
3. Promote methodological and aesthetic factors as rationale and stimulate the creative process in design project.
4. Adjust the aesthetic objectives of design to the effective possibilities—methodological, technical and productive—of graphic production, in particular by using appropriate software tools.
5. Highlight the conceptual and creative feature in problem-solving, including factors as organization, standardization and rigor.
6. Develop critical thinking about the different perspectives of Design.

### **Course Contents**

## Part I: Design and communication

- 1.1. The process of conceptual communication and design methodology.
- 1.2. Contextualization of methods.
- 1.3. Introduction to software tools in graphic design practice.
- 1.4. Composition, structure and construction of visual and graphic design.

## Part II: Graphic shape and graphics

- 2.1. Particular study of graphic shapes.
- 2.2. Text as an expressive and plastic value.
- 2.3. Graphic design principles. Definition and classification.
- 2.4. Methodologies in graphic design.
- 2.5. Composition, structure and construction of visual and graphic design.

## Part III: Graphic composition

- 3.1. Composition of graphic narrative: relationship between concept, image, text and materials.
- 3.2. Project methodology applied to the dynamics of collective work (collaboration).
- 3.3. Framework and technical, stylistic, and sociological evolution of visual communication.
- 3.4. Composition, structure and construction of visual and graphic design.

## **Recommended Bibliography**

- BRINGHURST, Robert (2002). *The Elements of Typographic Style*. Hartley Marks.
- DUBBERLY, Hugh (2004). *How do you design. A compendium of models*. Dubberly Design Office.
- ESKILSON, Stephen J. (2007). *Graphic Design: A New History*. Laurence King Publishing.
- FRUTIGER, Adrian (2002). *Signos, símbolos, marcas, señales*. Ediciones G. Gili.
- KANE, John (2005). *Manual de tipografía*. Editorial Gustavo Gili.
- KUMAR, Vijay (2013). *101 Design Methods*. John Wiley Sons.
- MEGGS, Philip B. (2006). *Meggs' History of Graphic Design*. John Wiley Sons.
- MUNARI, Bruno (1982). *Das coisas nascem coisas*. Edições 70.
- POLANO, Sergio e VETTA, Pierpaolo (2003). *Abc of 20th-century graphics*. Ediciones G. Gili.
- LUPTON, Ellen (2010) *Thinking with Type: A Critical Guide for Designers, Writers, Editors, Students*. Princeton

Architectural Press.

### **Learning and Teaching Methods**

The goals set are consistent with the syllabus content, as it can be seen through a comparative analysis of these two parameters.

The syllabus aims at the overall preparing of students for the learning demands in graphic design, addressing in a coherent and sustained perspective the syllabus with the objectives, by conducting practical exercises.

The syllabus organized in three evolutionary modules directs them towards technical, methodological and conceptual clearance, in the development of the mandatory skills needed to this specific area of design, and also with materials and tools.

### **Assessment Methods**

The assessment process in this course is continuous and regular assessment, as provided for in Article number 7 of RIAPA. The assessment takes into account the following elements:

- a) Carrying out practical projects: four projects with a total value of 90% set in the calculation of the assessment to the course, and delivery dates set out in the assignments;
- b) Attendance and participation of students: attendance is mandatory in at least two thirds of the contact hours of the course, as provided for in Article 4 of RIAPA, with total valuation of 10%. If the student exceeds the number of absences he will be automatically disqualified.

Given the theoretical and practical nature of the course, student's assessment provides not only a sustained route in the development of the assignments, but also their attendance and compliance of deadlines. The assessment in this course results from the combination of the following components:

$$(p1.1 \times 15\%) + (p1.2 \times 25\%) + (p2 \times 15\%) + (p3 \times 35\%) + (AC \times 10\%) = 100\% \text{ UC}$$

p1: Comunicar

p2: Identidade gráfica

p3: Introdução à forma tipográfica

p4: Narrativa gráfica

Note:

- The student must deliver the project personally at the beginning of the class set as date for public presentation. There is a 15 minute tolerance, after which the student will have a penalty of two (2) points in the overall evaluation of the assignment.
- No work will be accepted or delivered by other means after the deadline, without authorized justification.
- The lecturer assumes that all projects are authored by the student who signs it. If it appears that some work was not done by the student who signs it, it will receive 0 (zero) in their evaluation component.

In this unit does there is evaluation in exam period of the 1st and 2nd semester. The evaluation improvement is carried out by a new attendance of the course, where the student should proceed as provided in paragraph 3 and

paragraph 4 of 'RIAPA'. Evaluation improvement is possible by attendance of 2/3 of classes taught with the development of three projects, determined by the lecturer of the unit at the beginning of the semester, and duly agreed with the Disciplinary Area of Communication Design. Senior year students and special statutes students have access to special exam period that follows the end of the academic year, as provided for in RIAPA