GRAPHIC DESIGN METHODOLOGY I

Degree in Graphical Design

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Code: 11221

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

Graphic Design Methodology I curricular unit is the first stage of the learning process in methodology and project in the Graphic Design degree. Through 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 principles 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, standadization and rigor.6. Develop critical thinking about the different perspectives of Design.

Course Contents

Part I: Design and communication1.1. 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 graphics2.1. 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 composition3.1. 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

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:(p1.1 x 15%) + (p1.2 x 25%) + (p2 x 15%) + (p3 x 35%) + (AC x 10%) = 100% UCp1: Comunicar / To communicatep2: Identidade gráfica / Graphic identityp3: Introdução à forma tipográfica / Introduction to typographic formp4: Narrativa gráfica / Graphic narrative

Evaluation during exams (1st semester)
Given the discipline's objectives, practical work and continuous evaluation, this curricular unit does not allow the exam period of the 1st 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.

Other information– 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