

GRAPHIC DESIGN METHODOLOGY II

Degree in Graphical Design

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Code: 11222

Main Scientific Area: Communication Design

Lecturer: Carla Suzana Correia de Assunção Dias

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 90h Total Workload: 100h

ECTS: 7,0

Objectives

Graphic Design Methodology II aims at consolidating the training course in Graphic Design methodology and project, which started in the previous semester. It is intended that the students continue research and theoretical and practical experimentation processes relating to graphic and visual communication, in its core areas. It aims at developing the ability of creating a reasoned visual language and of autonomy in project development, recognizing the historical and semantic capital of graphic design.

Exploring and discussing the basics of the design language, the proposed training presents the creative possibilities of graphic design, exploring the limits of the discipline in parallel with the consideration about 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

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. Identify actions and methods used in projectual environment.
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. Develop reasoning and creative stimulation in design, embodied in the history of visual communication and praxis of contemporary graphic design.

6. Develop critical thinking in face of different perspectives of design, its role in society and tangencies.

Course Contents

- Visual communication and conceptualization of the graphic message, understanding its historical and aesthetic heritage as a reflection of culture and society.

- The methodologies in graphic design.

- Consolidation of the use of computer tools in graphic design.

- Composition, structure and construction of the graphic form.

- Study of graphic forms applied to three-dimensionality.

- The expressive value and plastic materials and technologies.

- Framework and technical evolution of visual communication.

- Composition, structure and construction of the graphic form.

- Research process and holistic approach to design.

- The graphic design as an active agent of culture and society.

- Strategic, structural and operational development of the design project.

- Research and methodological and creative development of the communication project.

- Composition, structure and construction of an integrated graphic form.

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.

— KUMAR, Vijay (2013). 101 Design Methods. John Wiley Sons.

— MEGGS, Philip B. (2006). Meggs' History of Graphic Design. John Wiley Sons.

— MEGGS, Philip B. (1992). Type image : the language of graphic design. John Wiley Sons.

— LUPTON , Ellen (2010) Thinking with Type: A Critical Guide for Designers, Writers, Editors, Students. Princeton Architectural Press

— LUPTON , Ellen; PHILIPS, Jennifer Cole (2010). Novos fundamentos do design. COSAC NAIFY.

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

Operating Regime

Students must consult the Academic Regulation (Regulamento Académico - RA) of IPCA and the Regulation of Assessment of Knowledge and Competencies (Regulamento de Avaliação de Conhecimentos e Competências - RACC) of ESD.

Learning Assessment

Continuous assessment.

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

Continuous assessment integrates the following elements of learning assessment with weighting: (p1 x 30%) + (p2 x 25%) + (p3 x 35%) + (CA x 10%) = 100% UC

P1: redesign-packaging (LP vinyl)P2: heritage valorisation and revitalisation (Lenço dos Namorados)P3: design and citizenship (advertising campaign)

CA: Continuous assessment

Evaluation by exam (2nd semester)

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)Assessment in this special season

integrates the following elements of learning assessment with weighting: development of project work, according to the statement provided by the class teacher. In order to take the exam in a special period, a minimum classification in the continuous assessment is not required and the assessment is total.

Grade improvement

In this curricular unit, grade improvement works by continuous assessment (according to point 2 of article 6 of the ESD RACC)

The assessment integrates the learning assessment elements with the weight indicated in the continuous assessment.

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.