

GRAPHIC DESIGN METHODOLOGY II

Degree in Graphical Design

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Code: 11222

Main Scientific Area: Communication Design

Lecturer: Jorge Manuel Lopes Brandão Pereira

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

Part I: Graphic language

- 1.1. Visual communication and conceptualization of graphic messages, including its historical and aesthetic heritage reflecting culture and society.
- 1.2. Methodologies in graphic design.
- 1.3. Consolidation in using software tools in graphic design practice.
- 1.4. Composition, structure and construction of visual and graphic design.

Part II: Introduction of tridimensional graphics

- 2.1. Study of graphics applied to tridimensionality.
- 2.2. The expressive and plastic value of materials and technologies.
- 2.3. Framework and technical evolution of visual communication.
- 2.5. Composition, structure and construction of visual and graphic design.

Part III: Research process and project development

- 3.1. Research Process and a holistic design approach.
- 3.2. Graphic design as an active agent of culture and society.
- 3.3. Strategic, structural and operational development of the design project.
- 3.4. Research and methodological and creative development of communication project.
- 3.5. 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.
- 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

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

- a) Carrying out practical projects: three 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:

$$(p1 \times 30\%) + (p2 \times 25\%) + (p3 \times 35\%) + (AC \times 10\%) = 100\% \text{ UC}$$

p1: Vinil

p2: Embalagem

p3: Design Cidadania

AC: Avaliação contínua

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.

Important note: In this unit and in the face of its objectives is not provided access to the time of final assessment tests, as provided for in Article 9 of RIAPA, ie the adopted assessment methodology is only the continuous and periodic evaluation. The finalists and special statutes students may have access to special assessment period that follows the end of the academic year, as provided in RIAPA.

Assessment improvement: The assessment improvement demands frequency in the course, fulfilling the provided

methodology of continuous and periodic assessment. Students who intend to improve their grades are advised to consult the rules defined in RIAPA to access improved assessments.