

## **DESIGN THEORY AND CRITICISM**

Degree in Graphical Design

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Code: 17007

Main Scientific Area: Communication Design

Lecturer: Diana Maria Ferreira Martins

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 70h

ECTS: 5,0

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### **Objectives**

The course unit Theory and Critique of Design addresses relations between intention, instruments and the capacity of the subject to become contemporary, recognizing it as a complex, multifaceted and inclusive human activity. The main goals of the course unit are:

- to promote an attitude of inquiring, researching and critical positioning (as an alternative to the thinking thought categories) in relation to the field of study of communication design, as well as to the individual and/or collective projectual practice;
- to promote the understanding of the subject as a continuous dialogue activity of reciprocal influences with the contexts of social, political, economic, cultural and ecological order;
- to discover and expand relations between graphic design and other liberal arts such as architecture, cinema, or others, as well as with other dominant economic activities such as industry, for example.

### **Learning Outcomes**

- To understand how graphic representation inhabits, interprets and acts on reality;
- To consider the reception/impact of the individual and/or collective projectual practice, as well as projecting it in the world and in the future time. Seek to develop a positioning in relation to the practice of the subject of design;
- Students must learn to make choices and to act without trying to avoid the tensions between individual freedom, disciplinary discourse and public interest;
- Students are expected to recognize the trends in critical practices within contemporary design, trying to apply this knowledge dynamically as a designer and researcher.

### **Course Contents**

Theory and Critique of Design will address the following topics:

Introduction: what is the purpose of design criticism?

## AESTHETIC CAPITALISM IN THE ERA OF GLOBALIZATION

1st phase: century XIX up to 2nd World War.:

Ruskin; William Morris and the Arts Crafts movement

Henry Cole; Bauhaus (Walter Gropius); Functionalism; Deutscher Werkbund (Peter Behrens); Streamline style (USA)

The 1st era of modern advertising

2nd phase: glorious decades from the 50s to the end of the 70s (20th century):

mass consumption society

Taylor-Fordian model

A new advertising spirit

1950s/60s/70s \_ international style

development of the authorship status of the designer.

3rd phase: from the 80s:homo aestheticus

post-fordian economy

ecological imperative

past code reuses

market segmentation

affective design; transesthetic consumer

Graphic design and social responsibility: author, producer, citizen

1964 (2000) –First things first, by Ken Garland; reflection of the designer's role and responsibilities. Search for autonomy.

## **Recommended Bibliography**

- Drucker, J. McVarish, E. (2009).Graphic design history: a critical guide.Pearson.
- Margolin, V. (2014).Design e risco de mudanca. Editora Verso da Historia.
- Sachs, A. (eds.).Social Design: Participation and Empowerment.Museum für Gestaltung Zürich.
- Sparke, P. (2015).Diseno y cultura: una introduccion.Editorial Gustavo Gili.
- Twemlow, A. (2017).Sifting the trash: a history of design criticism.Massachusetts Institute of technology.
- Vilar, E. (2014).Design et al. Dez perspectivas contemporaneas.D. Quixote.

### **Learning and Teaching Methods**

The syllabus was defined according to with the goals that are intended to be achieved in this curricular unit and with the skills to be acquired by students. In order to promote a design practice informed by theory, the methodology pays attention to an approach to theory through observation, analysis and interpretation of case studies. The intention is to integrate design theory and critique through the analysis of selected projectual practices.

### **Assessment Methods**

Operating regime

Students should consult the Academic Regulation (RA) of the IPCA and the Regulation of Assessment of Knowledge and Competences (RACC) of the ESD.

The course unit works in person.(Despacho PR n.º 93/2023).

Continuous evaluation

The evaluation is continuous and results from the monitoring, orientation and criticism of the works,(according to point 1 of article 3 of the ESD RACC).

The system of continuous assessment inherent to the course unit is based on the classification of the proposed critical essay, as well as attendance, participation and responses to requests from the teacher. Thus, the effective assessment in this course will result from the combination of the following components:

Development, final classifications of the work proposal and Presentation of the research / (90% = exercise 1x0,2 + exercise 2x0,4 + exercise 3x0,3)

Participation, discussion and attendance / 10% (this includes compliance with defined deadlines, participation, autonomy and effort demonstrated at different moments of assessment and in responding to different exercises that may be proposed by the teacher, throughout the semester)

Any attempts at plagiarism or presenting work for assessment whose development has not been gradually monitored by the teacher (in class, by email or at timely defined office hours) will be considered null and void, according to article 9 of the RACC and article 215 of the RA, of the IPCA.

Examination season

In this curricular unit, and for the exam period of the 1st semester, only students who have obtained a general classification in the UC of Theory and Critique of Design can register with a grade starting from 6 (six) values out of

20 (twenty), according to point 4 of article 4 of the ESD RACC.

There is also a minimum required attendance record of 2/3 of the total number of classes (maximum number of absences = 12 with the exception of students on a worker-student basis).

1st semester exam: 1st semester season: 50% of the exam grade + 50% of the final semester grade. Assessment at this time involves not only the gradual delivery (over a week) of a presentation file, after providing the statement on the scheduled day, but also the respective oral presentation (on a date to be agreed). The student must inform the teacher about their registration for this exam period.

The special examination period operates as described in section I, article 135 and in point 5, article 209, of the IPCA Academic Regulations. The student must inform the teacher about their registration for this exam period.

#### Grade improvement

In this curricular unit, grade improvement can be performed at any time of assessment, according to point 1 of article 6 of the ESD RACC. Assessment at this time involves not only the gradual delivery (over a week) of a presentation file, after providing the statement on the scheduled day, but also the respective oral presentation (on a date to be agreed).

(50% of the exam grade + 50% of the final semester grade).