IDENTITY DESIGN

Code: 20404

Main Scientific Area: Communication Design

Lecturer: Nuno Duarte Martins

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 105h

ECTS: 5,0

Objectives

The proliferation of media and communication media, especially digital, are generating rapid information and interaction dynamics. The rapprochement between citizens and brands is growing, leading to opportunities, but also to risks for brands. All this results in constant challenges in the conceptualization, design and management of visual identities.
The curriculum of Identity Design aims to equip students with critical thinking in order to understand the problems of current communication and network interaction systems. In this theoretical approach is stimulated the discussion from authors and real cases.

Learning Outcomes

Through this discipline, it is intended that the designers obtain a robust formation in the field of digital communication. At the end of the curricular unit, students should be able to analyze, in real context, complex cases of identity design. It is also intended that the knowledge acquired in this curricular unit will help designers to solidify their skills, namely in the conceptualization and design of graphic identities.

Course Contents

1. Digital media and network communication

2. Information and shared and decentralized power

3. The identity, the symbolic, the cosmetic

4. The approximation between the individual and the Mark

4.1. The viral

4.2. From communication to interaction

4.3. The movements of citizens

4.4. The expansion of the brand concept

5. Identity and communication

5.1. From the sacred to the profane: memory, timelessness, modernization

5.2. The game between emotion, fun and reason

5.3. Singularity

5.4. The Mutant Mark

5.5. Efemerity, versatility, renewal

5.6. Dialogue, interaction and guerrilla

6. Monitoring and analysis of results

7. Development of oral presentation and written work

7.1 Basic concepts in the development of an academic-scientific article

7.2 Ethics; the plagiarism; the bibliographic references

Recommended Bibliography

— Brand New: Opinions on corporate and brand identity work. http://www.underconsideration.com/brandnew.

— Castells, Manuel. A Galáxia Internet: Reflexões sobre Internet, Negócios e Sociedade. 2ª ed. Lisboa: Fundação Calouste Gulbenkian, 2001.

— Klein, Naomi (1999). No Logo: O Poder das Marcas. Lisboa: Relógio d'Água.

— KEEN, Andrew (2008). O Culto do Amadorismo. Lisboa: Guerra e Paz.

— Ramonet, Ignacio (1999). A Tirania da Comunicação. Porto: Campo das Letras.

— Martins, N., Brandão, D. (eds.). 2022. Advances in Design and Digital Communication: Proceedings of the 5th International Conference on Design and Digital Communication II, Digicom 2021, November 4–6, 2021, Barcelos, Portugal, vol 19. Springer Series in Design and Innovation. Springer, Cham. https://doi.org/10.1007/978-3-030-89735-2

Learning and Teaching Methods

The curricular content of the curricular unit is divided into two main parts, according to its objectives.

The first part is mainly theoretical, which explores content related to the challenges of identity in networked communication systems. In this way, the student is stimulated to reflect on the problems of identity in the digital universe. The sensitivity acquired by the discussion of topics such as the decentralization of communication or the approximation between brands and citizens, is fundamental for training as designers. Taking into account the purpose of the discipline in preparing students for the job market, the second part of the program is devoted to the

analysis and discussion of real cases brought by the students themselves.

Students develop a case study that will help them acquire autonomous assessment and critical problem analysis processes; and, finally, present and discuss the study performed (in an oral presentation and in a written work).

Assessment Methods

Evaluation
The system of assessment in this curricular unit is the continuous assessment (according to point 1 of article 3 of the RACC of the ESD).
The evaluation of the student not only provides a sustained course in the development of exercises, but also attendance, participation in classes and meeting the proposed deadlines. The evaluation is punctuated by two moments of evaluation and by the result of the continuous evaluation (CA) described below.

The evaluation in this curricular unit results from the conjugation of the components:

(Oral presentation x 0.3) + (Written work x 0.6) + (Continuous evaluation x 0.1)

The student will obtain approval for the course unit if its final grade is equal to or greater than 9.5 values (scale from 0 to 20).

The student must present his / her work in the defined class; and deliver the written work on the due date. No work delivered after the deadline will be accepted.

The teacher assumes that all the works presented are the author of the student who signs it.

If it is found that some work was not done by the student who signs it, the student will receive 0 (zero) in the respective evaluation component.

Assiduity and Punctuality

Attendance and punctuality are determining factors for a good performance in the curricular unit and for the final evaluation. The student can not exceed a total of 1/4 of absences from the classes taught. If you exceed this limit number, the student will be automatically disapproved.

Special season assessment

Only students who are in a special attendance regime (as described in section I, article 135 and point 5, article 209, of the IPCA's Academic Regulation) have access to this season. The special season evaluation occurs during the month of September and is defined by the teacher of the curricular unit, from the work developed during the school period, in terms of quantity and indication of the work to be delivered during this season. For this reason, the student will have to inform the teacher about the intention to use this assessment period and, in this way, be aware of the details of the work to be delivered.