

COMUNICAÇÃO GRÁFICA E AUDIOVISUAL

Code: 333007

Main Scientific Area: Audiovisuais

Lecturer: Fábio César Duarte Rodrigues

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 45h

ECTS: 3,0

Objectives

General:

- Development of a visual culture related to the graphic arts and communication design processes;
- Promotion of the critical spirit in the analysis of graphic communication products.

Specific:

- To use properly the graphic language and the diverse elements that constitute it;
- Use the language specific to the graphic design service;
- Use computer programs as tools at the service of graphic design;
- Understand the methodology of graphic projects;
- To develop critical and interventional spirit regarding graphic and audiovisual pieces;
- Development of graphic and communication skills.

Learning Outcomes

It is intended, with this curricular unit, that students acquire technical knowledge of computer programs, construction of web layouts / pagination and ways of presenting them.

The convergence of all technical and aesthetic knowledge will enable students to be able to realize digital media that communicate the concept and the final product. The student's approach to the professional reality is promoted.

Course Contents

1) Advanced image editing / processing:

1.1 Theoretical concepts:

Bitmap image;

The pixel and the bitmap image;

Standart resolutions + Technical specificities in design;

Color model;

Work models;

1.2 Practical concepts:

To use digital drawing as a means of expression;

Selections and clipping;

Filters;

The "path":

The alpha channel;

The effects;

Light, shadow and differentiation of planes;

Drawing from scanning solutions;

Digital retouching;

2) Construction of layouts / pagination:

2.1 Theoretical concepts:

Web paging standards;

Measuring unit;

Typographic use in web;

Use of images;

Interactivity;

Mobile paging standards;

2.2 Practical concepts:

Use of the Muse tool;

Interface;

Tools;

Configuration of web pages;

Layout;

Color configuration / chromatic system;

Webfonts practice;

Buttons / interactivity;

Page layout for mobile devices.

Recommended Bibliography

_Adobe Creative Team - Adobe Muse CC Classroom in a Book (Book CD-ROM);

_BAER, Kim - Information Design Workbook: Graphic Approaches, Solutions, and Inspiration plus 30 Case Studies, Massachusetts: Rockport Publishers Inc., 2010. ISBN: 9781592536276

_CAIRO, Alberto, Sailing to the Future: Infographics in the Internet Era, North Carolina: Multimedia Bootcamp - University of North Carolina at Chapel Hill, 2005;

_ROAM, Dan - The Back of the Napkin: Solving Problems and Selling Ideas with Pictures, New York: Portfolio, 2008. ISBN: 9781591841999;

Recursos Didáticos Recomendados:

Computadores

Software de desenho

Textos de apoio

Material necessário para desenvolver as actividades definidas nos objectivos da Unidade Curricular

Learning and Teaching Methods

Through this curricular unit students acquire technical knowledge of computer programs, stimulates and equates the fundamental factors of the digital area as a means of communication and expression.

Assessment Methods

Due to the theoretical and practical nature of the course, the student's evaluation provides not only a sustained course in the course of the exercises, but also his assiduity and compliance with the proposed deadlines. The evaluation is punctuated by three 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:

$(P1 \times 30\%) + (P2 \times 20\%) + (P3 \times 30\%) + (AC \times 20\%)$