

GRAPHIC AND AUDIOVISUAL COMMUNICATION

Code: 333007

Main Scientific Area: Multimedia and digital interactivity

Lecturer: Rui Fernando Barreira da Costa

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 45h

ECTS: 3,0

Objectives

This Unit assumes the importance of understanding and definition of the procedural approach as one of the relevant factors for the promotion of quality of design while product development fashion. Relevance is given to the method as basic structure and support for critical reflection of various procedural approaches and tools for:

- > context identification;
- > collecting, processing and generating information;
- > people's needs (identification and Data processing);
- > PDS (Product Design Specifications)
- > creative and conceptual development;
- > consolidation of the idea;
- > prototyping

Learning Outcomes

General:

- Ability to realize digital images that communicate the concept and the final product. It promotes the student's approach to professional reality .;

Specifics:

- Promotion of critical thinking in the analysis of professional communication.
- Properly use digital tools, useful for a design professional;
- Use the specific language correctly when project service;
- Use computer programs as tools at the service of graphic design;

- Understand the design methodology graphic;
- Develop critical and interventional spirit regarding final pieces;
- Development of graphic skills and Communication.

Course Contents

Program Content

1) Advanced image editing and processing:

1.1) Theoretical concepts:

Bitmap image;

The pixel and the bitmap image;

Standard resolutions + Technical specifications in design;

Color model;

Work models;

1.2) Practical concepts:

Use digital design as a means of expression;

Selections and clipping;

The filters;

The "path":

The alpha channel;

The effects;

Light, shadow and differentiation of planes;

Design from scanning solutions;

The digital retouch;

2. Construction of layouts / web pagination:

2.1) Theoretical concepts:

Principles of web pagination;

Measuring unit;

Typographic use on the web;

Use of images;

Interactivity;

Pagination principles for mobile devices;

2.2 Practical concepts:

Interface;

Tools;

Configuration of web pages;

Layout;

Color configuration / chromatic system;

Use of webfonts;

Buttons / interactivity;

Page layout for mobile devices.

3) Visual Identity

3.1) Theoretical concepts:

Basic notions of the construction of the graphic brand;

Project methodology;

Contextualization of methods;

Scales and reductions in graphic form.

3.2) Practical concepts:

Introduction to drawing tools;

Experimentation in different supports;

Composition, structure and construction of the graphic form.

4) The Moving Image

4.1) Theoretical concepts:

Basics of video and animation;

Work methodology;

Image and Audio Capture

Recommended Bibliography

A Bibliografia principal é composta pelas referências clássicas de base para o entendimento da disciplina, da prática profissional, da metodologia e das questões de investigação em design:

JONES, J.C. (1997) Design Methods . New York: John Wiley and Sons.

LAWSON, B. (2000) How Designers Think The Design Process Demystified . Oxford: Architectural Press

MANZINI, E. (1993) A matéria da invenção; Col. "Design, Tecnologia e Gestão". Lisboa: CPD

MARI, E. (2001) Progetto e passione . Torino: Bollati Boringhieri

MARZANO, Stefano ; (1999) Creating Value by Design Thoughts . London: Lund Humphries Publishers.

Learning and Teaching Methods

> Contribute to the training of students in the application of Communication theory and practice graphic and audiovisual, through awareness of the relevance of the method of design as an approach to foster results;

> Sensitize students to development proposals and their adequacy of the methods of production, as well as the mastery of a discourse aesthetic and technical.

> Realization of people-centered projects, their experience and relationship with the equipment developed countries.

> Foster awareness projectual in the sense of promote and equip students with procedural domain in the selection and application of specific methodological strategies.

Assessment Methods

1. FINAL

> The evaluation is continuous and monitoring the work, as such the presence in classes is fundamental.

> Regime of Continuous assessment with based on 3 components.

1: Attendance / Participation 30%

2: Development Themes 40%

3: Presentations 30%

> Evaluation parameters of Themes.

1: Technical accuracy 30%

2: Rationale (creativity) 30%

3: Achieving goals 30%

4: Graphic dossier 10%

$T1 + T2 + T3 + AC = \text{final grade}$

2. RESOURCE and EXAM

> The Curricular Unit does not include in its evaluation regime the realization of exam.

> The evaluation is continuous, regular presentation of the work developed will be penalized.

> The delivery of proposals with delay implies a penalty of 0.1 value for each day of delay, after 5 days will not be considered.

> It is assumed that all works that are delivered are the authorship of the student who signs it. If it turns out that some work was not done by the student who signs it, he will receive zero (00)

> In case of the need to use distance learning, during the course of UC, classes will take place by telematic route.

The student must access the class scheduled by the teacher through the link that will be placed in advance on the Moodle platform. The student must have the camera turned on during the entire class period.