



Study Plan

School: School of Arts
Degree: Bachelor
Course: Design (cód. 680)

1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12824L	Lighting Design	Design	6	Semester	156
VIS12825L	Advertising Design	Design	6	Semester	156
VIS12826L	3D Modelling Technology	Design	3	Semester	78
VIS12827L	Technology of Digital Image Processing I	Design	3	Semester	78
VIS12828L	Introduction to Drawing and Representation I	*** TRANS- LATE ME: Artes Plásticas ***	3	Semester	78
VIS12829L	Technical Drawing I	Design	3	Semester	78



1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options I					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12786L	New Media Technologies III	*** TRANSLATE ME: Artes Multimédia ***	6	Semester	156
VIS12774L	Animation I	*** TRANSLATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78
VIS12830L	Technologies of Vectorial Processing	Design	3	Semester	78
VIS12841L	Technologies and materials of Industrial Practice I	Design	3	Semester	78
VIS12842L	Technology of Modeling and 3D Rendering	Design	3	Semester	78
VIS12843L	Technologies and materials of Communication I	Design	3	Semester	78
VIS2227L	Technologies Vector and Editorial Processing I	Design	3	Semester	78
VIS12844L	Interface Design I	Design	3	Semester	78
VIS12749L	Photography I	*** TRANSLATE ME: Artes Multimédia ***	3	Semester	78
VIS12859L	Advanced Industrial Project I	Design	3	Semester	78
VIS12860L	Industrial Design Lab I	Design	3	Semester	78
VIS12861L	Advanced Communication Project I	Design	3	Semester	78
VIS12862L	Graphic Design Lab I	Design	3	Semester	78
VIS12782L	Printing Techniques I	*** TRANSLATE ME: Artes Plásticas ***	3	Semester	78
VIS12750L	Introduction to Art Studies	*** TRANSLATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12831L	Furniture Design	Design	6	Semester	156
VIS12832L	Editorial Design	Design	6	Semester	156
VIS12833L	Technology Modeling and 3D Rendering	Design	3	Semester	78
VIS12834L	Technology of Digital Image Processing II	Design	3	Semester	78
VIS12835L	Introduction to the Theory and History of Design	Design	3	Semester	78
VIS12874L	Introduction to Drawing and Representation II	*** TRANSLATE ME: Artes Plásticas ***	3	Semester	78



1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options II					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12869L	Editorial Processing Technologies	Design	3	Semester	78
VIS12868L	Technical Drawing II	Design	3	Semester	78
VIS12787L	Animation II	*** TRANS-LATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78
VIS12850L	Technologies and materials of Industrial Practice II	Design	3	Semester	78
VIS12851L	Technology Modeling and 3D Rendering III	Design	3	Semester	78
VIS12852L	Technologies and materials of Communication II	Design	3	Semester	78
VIS12853L	Technologies Vector and Editorial Processing II	Design	3	Semester	78
VIS12854L	Interface Design II	Design	3	Semester	78
VIS12754L	Photography II	*** TRANSLATE ME: Artes Multi-média ***	3	Semester	78
VIS12870L	Advanced Industrial Project II	Design	3	Semester	78
VIS12871L	Industrial Design Lab II	Design	3	Semester	78
VIS12873L	Advanced Communication Project II	Design	3	Semester	78
VIS12872L	Graphic Design Lab II	Design	3	Semester	78
VIS12793L	Post-production and Special Effects	*** TRANSLATE ME: Artes Multi-média ***	3	Semester	78
HIS12755L	History of Contemporary Art - XXI Century	History of the Art	3	Semester	78

2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12836L	Design of Spaces	Design	6	Semester	156
VIS12837L	Packaging Design	Design	6	Semester	156
VIS12838L	Ergonomics and Anthropometry	Design	3	Semester	78
VIS12839L	Theory and History of Design I	Design	3	Semester	78
VIS12840L	Drawing of Design I	Design	3	Semester	78



2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options I					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12786L	New Media Technologies III	*** TRANSLATE ME: Artes Multimédia ***	6	Semester	156
VIS12774L	Animation I	*** TRANS-LATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78
VIS12830L	Technologies of Vectorial Processing	Design	3	Semester	78
VIS12841L	Technologies and materials of Industrial Practice I	Design	3	Semester	78
VIS12842L	Technology of Modeling and 3D Rendering	Design	3	Semester	78
VIS12843L	Technologies and materials of Communication I	Design	3	Semester	78
VIS2227L	Technologies Vector and Editorial Processing I	Design	3	Semester	78
VIS12844L	Interface Design I	Design	3	Semester	78
VIS12749L	Photography I	*** TRANSLATE ME: Artes Multimédia ***	3	Semester	78
VIS12859L	Advanced Industrial Project I	Design	3	Semester	78
VIS12860L	Industrial Design Lab I	Design	3	Semester	78
VIS12861L	Advanced Communication Project I	Design	3	Semester	78
VIS12862L	Graphic Design Lab I	Design	3	Semester	78
VIS12782L	Printing Techniques I	*** TRANS-LATE ME: Artes Plásticas ***	3	Semester	78
VIS12750L	Introduction to Art Studies	*** TRANS-LATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78

2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12845L	Ceramic and Glass Design	Design	6	Semester	156
VIS12846L	Design Corporate Identity	Design	6	Semester	156
GES12847L	Marketing and Communication	Management	3	Semester	78
VIS12848L	Theory and History of Design II	Design	3	Semester	78
VIS12849L	Drawing of Design II	Design	3	Semester	78



2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options II					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12869L	Editorial Processing Technologies	Design	3	Semester	78
VIS12868L	Technical Drawing II	Design	3	Semester	78
VIS12787L	Animation II	*** TRANS-LATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78
VIS12850L	Technologies and materials of Industrial Practice II	Design	3	Semester	78
VIS12851L	Technology Modeling and 3D Rendering III	Design	3	Semester	78
VIS12852L	Technologies and materials of Communication II	Design	3	Semester	78
VIS12853L	Technologies Vector and Editorial Processing II	Design	3	Semester	78
VIS12854L	Interface Design II	Design	3	Semester	78
VIS12754L	Photography II	*** TRANSLATE ME: Artes Multi-média ***	3	Semester	78
VIS12870L	Advanced Industrial Project II	Design	3	Semester	78
VIS12871L	Industrial Design Lab II	Design	3	Semester	78
VIS12873L	Advanced Communication Project II	Design	3	Semester	78
VIS12872L	Graphic Design Lab II	Design	3	Semester	78
VIS12793L	Post-production and Special Effects	*** TRANSLATE ME: Artes Multi-média ***	3	Semester	78
HIS12755L	History of Contemporary Art - XXI Century	History of the Art	3	Semester	78

3rd Year - 5th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Mandatory alternatives					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12855L	Product Design	Design	9	Semester	234
VIS12856L	Digital Design	Design	9	Semester	234
VIS12857L	Design Management	Design	6	Semester	156
VIS12858L	Methodologies for the Professional Practice	Design	3	Semester	78



3rd Year - 5th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options I					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12786L	New Media Technologies III	*** TRANSLATE ME: Artes Multimédia ***	6	Semester	156
VIS12774L	Animation I	*** TRANSLATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78
VIS12830L	Technologies of Vectorial Processing	Design	3	Semester	78
VIS12841L	Technologies and materials of Industrial Practice I	Design	3	Semester	78
VIS12842L	Technology of Modeling and 3D Rendering	Design	3	Semester	78
VIS12843L	Technologies and materials of Communication I	Design	3	Semester	78
VIS2227L	Technologies Vector and Editorial Processing I	Design	3	Semester	78
VIS12844L	Interface Design I	Design	3	Semester	78
VIS12749L	Photography I	*** TRANSLATE ME: Artes Multimédia ***	3	Semester	78
VIS12859L	Advanced Industrial Project I	Design	3	Semester	78
VIS12860L	Industrial Design Lab I	Design	3	Semester	78
VIS12861L	Advanced Communication Project I	Design	3	Semester	78
VIS12862L	Graphic Design Lab I	Design	3	Semester	78
VIS12782L	Printing Techniques I	*** TRANSLATE ME: Artes Plásticas ***	3	Semester	78
VIS12750L	Introduction to Art Studies	*** TRANSLATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78

3rd Year - 6th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Mandatory alternatives					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12863L	Transport Design	Design	9	Semester	234
VIS12864L	Digital Design	Design	9	Semester	234
VIS12865L	Innovation Design	Design	6	Semester	156
VIS12866L	Design and Nature	Design	3	Semester	78



3rd Year - 6th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options II					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
VIS12869L	Editorial Processing Technologies	Design	3	Semester	78
VIS12868L	Technical Drawing II	Design	3	Semester	78
VIS12787L	Animation II	*** TRANS-LATE ME: Artes Plásticas e Arte Multimédia ***	3	Semester	78
VIS12850L	Technologies and materials of Industrial Practice II	Design	3	Semester	78
VIS12851L	Technology Modeling and 3D Rendering III	Design	3	Semester	78
VIS12852L	Technologies and materials of Communication II	Design	3	Semester	78
VIS12853L	Technologies Vector and Editorial Processing II	Design	3	Semester	78
VIS12854L	Interface Design II	Design	3	Semester	78
VIS12754L	Photography II	*** TRANSLATE ME: Artes Multi-média ***	3	Semester	78
VIS12870L	Advanced Industrial Project II	Design	3	Semester	78
VIS12871L	Industrial Design Lab II	Design	3	Semester	78
VIS12873L	Advanced Communication Project II	Design	3	Semester	78
VIS12872L	Graphic Design Lab II	Design	3	Semester	78
VIS12793L	Post-production and Special Effects	*** TRANSLATE ME: Artes Multi-média ***	3	Semester	78
HIS12755L	History of Contemporary Art - XXI Century	History of the Art	3	Semester	78



Conditions for obtaining the Degree:

*** TRANSLATE ME: Design

Para obtenção do grau de licenciado em Design é necessário obter aprovação a 126 ECTS em unidades de curriculares obrigatórias e 54 ECTS em unidades curriculares optativas distribuídas da seguinte forma:

1º Ano

1º Semestre:

6 UC Obrigatórias num total de 24 ECTS

UC Optativas do Grupo de Optativas I num total de 6 ECTS

2º Semestre { \ } newline

6 UC Obrigatórias num total de 24 ECTS

UC Optativas do Grupo de Optativas II num total de 6 ECTS

2º Ano

3º Semestre

5 UC Obrigatórias num total de 21 ECTS

UC Optativas do Grupo de Optativas I num total de 9 ECTS

4º Semestre

5 UC Obrigatórias num total de 21 ECTS

UC Optativas do Grupo de Optativas II num total de 9 ECTS

3º Ano

5º Semestre

3 UC Obrigatórias num total de 18 ECTS

UC Optativas do Grupo de Optativas I num total de 12 ECTS

6º Semestre

3 UC Obrigatórias num total de 18 ECTS

UC Optativas do Grupo de Optativas II num total de 12 ECTS

Program Contents

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Lighting Design (VIS12824L)

1. Light concept as modulator and space characterizer.
2. Theoretical introduction to the evolution of lighting systems, within the scope of Design History.
3. Characteristics of a lamp, concepts and lighting units.
4. Technologies and materials associated with lighting production.
5. Technical components necessary for the production of a lighting system.
6. Analysis of lighting equipment on the market:
Main typologies; Materials and technologies; Colors and surface treatments; Modes of use.
7. Project:
 - 7.1. Individual investigation and case study analysis.
 - 7.2. Identification of problems and definition of objectives, specifications and project concept.
 - 7.1 Solutions representation through hand-drawn studies and rigorous design.
 - 7.2. Studies of color, materials, textures and graphics.
 - 7.2. Production of three-dimensional forms of representation at the appropriate scale.
 - 7.3. Production of models.
 - 7.4. Production of prototype.
 - 7.5. Systematization and communication of project results.



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Advertising Design (VIS12825L)

1. The Origin of Brands and Advertising The history of big Brands on advertising Branding Identity
Media Advertising
Coca-Cola and Apple
Case Studies.
2. The role of the Designer
Creative Process
Adaptability of Visual Identity
Logos and Graphic Trends
Rules and presentations
Concept of visual language of Advertising Campaign.
3. The "Traditional" advertising and the Media
TV Ads
Radio Spots
Printed Supports:
Outdoors
Muppis
Posters
Brochures
Press-kits
Graffiti, etc.
4. New Technologies and New Media Advertising Interactive design
Web applications
Online Advertising Era
5. Phases of a Design Project for an Advertising Campaign Briefings
Research and Market Analysis
Definition and Concept Development
Values and Graphic Communication
Planning
Layout
Final Arts
6. Prototypes

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3D Modelling Technology (VIS12826L)

- Different Cad software's
Interface:
Window Interface.
Visualization methods
Selection methods.
Toolbars.
Layers
Importing/exporting files between software's.
- 2D commands:
Creating 2d primitives: Lines, polylines, circumference, arcs, curves, etc. Modeling with coordinates, "snaps" e "smartrack".
Editing curves.
- 3D Commands:
Modeling from bidimensional shapes: Extrude, loft, revolve, sweep, nurbs, etc. Modeling with primitive solids e Mesh solids:
Booleans, taper, control point editing, etc. Structuring the steps of modeling in advance to be able to create a complex 3d shape.
Tutorials:
2D drawing
3D object creating



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Technology of Digital Image Processing I (VIS12827L)

- 1 Visual references and examples of application in work. Handling and finishing touches of digital images. Vectorial design and Illustration. Differences between Drawing bitmap and drawing vectorial
2. Introduction to Bitmap and vectorial drawing editing tools: Work environment; The Tools.; The Options
3. Basic editing tools: Selection; Layers e Channels; Masks
4. Editing and colour manipulation: Saturation; Brightness; Contrast; Levels
5. Creating and editing text: Construction.; Composition.
6. Creating and editing shapes: Lines; Shapes; Composition
7. Creation and editing of patterns and textures.
8. Creation and editing using Blending modes. Colour gradients
- Shapes: layering and intersection
9. Practical exercises

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Introduction to Drawing and Representation I (VIS12828L)

Operational means of graphic language:

.Materials–Supports and instruments (conventional and unconventional). .Conceptual–The senses, the memory and the imagination.

Structural elements of the graphical language:

. point, line, plan, texture, colour and bright/dark values, shape, positive space/negative space, surface, time, support ordering trace, basic structural lines, primary and secondary axes, implicit and explicit lines.

Operational modes:

Scale, placement/signification, function; direction; cohesion, stability, fluctuation, instability, weight and tension, dynamics of a composition, proximity relations, distance, adjacency, overlapping; transparency, opacity, contamination and attraction between forms; visual mobility, perspective, distance, proximity and the different points of view, simplification through leveling and through accentuating, construction, deconstruction, inversion, rotation, movement, rhythm, alternation, simultaneity, collage and other expressive aspects.

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Technical Drawing I (VIS12829L)

Representation

Learning of graphical representation languages inherent to project elaboration, acquiring the notion of making and communicating simulations in visual and plastic terms.

- Drawing and its graphic and intellectual potential.
 - Notions regarding measure, proportion and scale.
 - How to communicate two- and three-dimensional simulations.
- Technical Representation - Norms and conventions. - Graphism.

- Orthogonal projections. - Views

- Cuts and sections

- Dimensioning

- Fast perspective.

- Rigorous perspective. - Shadows.

- Freehand Drawing. - Models

Human Figure Representation - Structure.

- Proportion.

Movement.



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New Media Technologies III (VIS12786L)

1. Creating Java programs through Processing.
2. Revisions of the essential elements of code: variables, conditions, cycles, matrices, functions. Introduction to advanced code elements: arraylists, vectors, hasmaps. Know how to interconnect code elements in building a program.
3. Master the coordinates of the graphic window, color systems and the essential 2d and 3d graphic primitives: point, line, rectangle, ellipse; cube, sphere. Creation of arbitrary graphical forms from the vertex specification. Synthesis and manipulation of sound.
4. Analysis of movements of graphical forms / animation by code. Introduction to physical simulations with distances detection between objects: gravity, springs, simple collisions, particle systems, swarms.
5. Object-oriented programming. Notions of classes, objects, polymorphism.
6. Creation of programs with analysis and interaction of input data: mouse, keyboard, sound, video, sensors.
7. Computer vision, sound analysis, sensor reading, introduction to physical computing.
8. Use of Processing to create graphic programs that run on your computer as applications, in HTML pages like javascript, apps on mobile devices.

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Animation I (VIS12774L)

- 1.1. The equipment needed to capture images and animation sequences .
- 1.2. Software - possibilities and limits.
2. Language of animation.
 - 2.1. Trajectory.
 - 2.2. Animation to an image by position or two images.
 - 2.3. Acceleration, deceleration or constant speed.
 - 2.4. Pause.
 - 2.5. Passe.
 - 2.6. Deformation.
 - 2.7. Anticipation.
 - 2.8. Residual motion.
 - 2.9. Key positions as an essential expression of the animation.

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Technologies of Vectorial Processing (VIS12830L)

The knowledge, skills and competences to be acquired to develop a low level of complexity and result of learning, whose pedagogical strategy will focus on experimentation and the cause / effect in Communication Design through a vector treatment program.

1. Vector Design (features and functions);
2. A standard itinerary (discovery - interpretation - ideation - experimentation - development)
3. Communication Design Basics;
4. The practical function and the symbolic function;
5. Memory, imagination, imagination and inspiration.



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Technologies and materials of Industrial Practice I (VIS12841L)

Importance of materials in the product conception.
Material properties Physical properties Mechanical properties
Polymers Characteristic
Type of Polymers
General polymer classification Polymer generic name and application Polymer structure
Polymer morphology
Processing Thermoplastics and Thermosets Thermosets:
Rapid prototyping
Glass:
Glass Structure
Glass Types
Molding and Process
Glass cutting
Ceramics: Ceramic products Type of Ceramics
Clay primary materials
Other primary materials
Humid, plastic and dry conformation Drying and defects
Woven
Coking
Glassing classification
Practical application of knowledge to small exercise Polymer Exercise
Glass Exercise
Ceramic Exercise

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Technology of Modeling and 3D Rendering (VIS12842L)

1. Render Softwares and their UI.
2. Material construction
3. Material composition
4. Modeling techniques using 2D textures
5. Lights and product illumination techniques 6. Lights and ambient illumination techniques 7. 3D printing modeling
8. Render motor and typologies 9. Advance rendering

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Technologies and materials of Communication I (VIS12843L)

- Benchmarks and Case Studies • Web infrastructure
- Objectives and target audience • Web Services
- Architecture: Responsibility and Accessibility About Us |
- Color
- Text
- Grid
- Content - Text and Image
- Interactivity
- Marketing - Newsletters
- Domains and accommodation
- E-Commerce
- IF THE
- Web technologies: HTML5, CSS, Javascript



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Technologies Vector and Editorial Processing I (VIS2227L)

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Interface Design I (VIS12844L)

The knowledge, skills and competences to be acquired are developed at an average level of complexity and will be a reflection of learning, whose pedagogical strategy will focus on the interface design (UI), focusing on the concept, market opportunities and user experience (UX).

Syllabus oriented to subject(s) and project(s) to develop: 1. interfaces design (the complexity of simplicity); 2. Personas, contexts, settings, stories and storyboards; 3. Mental models and conceptual models; 4. Interface Design (UI), Interaction Design (IxD) and User Experience (UX); 5. Communication strategies in Digital Media.

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Photography I (VIS12749L)

Theoretical-practical and technical sessions;

- Various photographic languages; technical aspects related to the employment of light; composition, exposure time and diaphragm, scale, relation between positive and negative;

Through analysis and critical reading of illustrative images in the work of chosen authors, the relationship between analogical photography and digital photography will be addressed.

Practical component:

- Different types of chamber and its handling; analogical and digital media, focal lengths and zoom function; diaphragm, exposure times; natural and artificial light and lighting techniques; filters; framing and composition; depth of field; selective focus; measurement and compensation; analogical and digital treatment and image printing; work presentation.

Students will perform photographic work aimed at consolidating technical and practical knowledge acquired.

Synthesis:

- a) - key concepts of photography that cross the interest of the plastic arts accompanying artistic movements;
- b) -Theoretical themes: Origins of Photography; Introduction to the history of photography, parallelism with the history of painting and moving image;
 - A science and an art. The different processes;
- c) -Technical themes: the photographic chamber and its evolution;
 - Analogical and digital formats;
 - The chamber at our disposal;
 - The sensitivity of the materials. The measurement of light;
- d) - Practical themes: performing practical exercises, from the theoretical content.

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Advanced Industrial Project I (VIS12859L)

1. Delimitation of concepts: phenomenon, trend and innovation. Its relation in design.
2. Case study analysis: historical phenomena that promote new trends and innovation processes in design.
3. Fiction versus Conceptualization.
4. The importance of substantiate in the creation of scenarios.
5. Exploration of new concepts through the projection of evolutionary scenarios of phenomena.
6. Systematization and reporting of results.



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Industrial Design Lab I (VIS12860L)

Theoretical-practical contextualization of the fundamentals of initiation to prototyping for the acquisition of skills in the analysis of processes and results;

Perception and understanding of the project development process in design, particularly in the areas related to the development of prototypes and models;

Introduction of prototyping techniques and models

initiator application of the techniques learned in design projects

Recognition of execution modes tailored to the needs, development of intervention capacities in managing multidisciplinary projects

Recognition of different ways of doing prototypes and models in rapid / traditional prototyping- technologies

Exploration activities and equipment available in the U. of Évora as observers or performers results. research skills and systematization of information

Close contact with the laboratories and workshops

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Advanced Communication Project I (VIS12861L)

1. Case studies of digital identities and digital communication projects.

2. Briefing of project exercise of communication design for digital visual identity.

3. Project exercise of digital identity construction of Web expression, in a context of communication design:

Elaboration of Audit to digital identity.

Creation of digital identity.

Design structure of digital identity.

Application explorations of digital identity.

4. Oral presentation of a project exercise.

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Graphic Design Lab I (VIS12862L)

1. Information Design Infographics

Signage

User manuals

Formal simplification

Uniformization and visual system

2. Interfaces 2 and 3D

Hierarchy and visual rhetoric

Levels of information and navigation structures 3. Graphic editing and post-production Suitable software

Distribution in PDF

Final art

4. Presentation of projects



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Printing Techniques I (VIS12782L)

Practice:

- . The workshop and reference to labor standards.
- . The materials and their manipulation.
- . Practical exercises: in the different techniques for the proposed route and the student's interest, such as linocut, woodcut, screen-printing (direct techniques); monotype; additive techniques and Etching.

Theory:

- . Knowledge of the origin and development of technical and printing systems.
- . Knowledge of the basics of printmaking as a key premise for further practical developments in this medium.
- . Means and methods of engraving and reproduction.
- . Matrix.
- . Printing systems. His artistic application.
- . Printing and publishing. International conventions.
- . Inks.
- . Papers / supports.
- . Ways of finishing and presentation.

Note: This will be part of the final submission a Report, containing the work done during the semester and will include theoretical research and practical work with images and technical data.

This report will have a standardized format and will be presented in class.

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Introduction to Art Studies (VIS12750L)

1. Timelines

- 1.1. Side by Side with Humor: History and Herstory: for a Parity History
- 1.2. The menir of the Almendres, the Relicário of Clara Menéres and the Broken Obelisk of Barnett Newman
- 1.3. Pyramids: Egypt, Latin America and the pyramidal success of contemporary Chinese artists
- 1.4. The Classics and the notion of «Neo»: Temple of Delphos, Roman Temple of Évora, Renaissance "Temples"
- 1.5. Cathedrals: Notre Dame, Cologne, Monet, Delaunay, Bauhaus
- 1.6. Baroque and Expressionists
- 1.7. Other latitudes and appropriations:
 - 1.7.1. Japanese; Chinoiserie
 - 1.7.2. Africa, Oceania and some Modernisms
- 1.8. Duchamp: what is the value of a Source?
- 1.9. Modernisms and reactions to modernisms in Portugal
- 1.10. 'Return to order': case studies up to World War II

2. How to prepare a research paper?

- 2.1. Initiation to the modalities and sources of information
- 2.2. Ethics and deontology in the use of sources
- 2.3. How to present written works according to the rules that govern university practice.



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Furniture Design (VIS12831L)

Theoric Context

Brief theoretical introduction to paradigmatic cases of furniture within the History of Design. anthropometry references directed to furniture.

Technological context

Technologies associated with the production of furniture. Kinds and production processes.

Analysis of existing furniture equipment on the market: main typologies;

Types of surface treatments main materials used.

Practical Exercise development:

Development of a Project design furniture taking into account the rules of anthropometry.

Sketch studies, technical drawing and image digitalization. Color, texture and graphic studies.

Use the three-dimensional simulation models, such as models and models, the development of the project; Production of prototype or model.

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Editorial Design (VIS12832L)

1. The history of books and press: The evolution of the book and the development of the press. The first newspapers and magazines.

2. Graphics on the page: Margins; Flowlines; Modules; Columns; Markers

3. Page Architecture: Building a grid base; Defining margins; Typographic Space; Images

4. Magazines Design: The Creation of a magazine layout; The format definition; Grid Construction; Creating a Master Page; Typographic choices, Style Sheets; Legibility and reading hierarchy

5. Magazine Layout: Sections layout; Creating reading flow; Graphic Narrative development

6. Prepress: Graphic Mockup; Prototype; Final Artwork

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Technology Modeling and 3D Rendering (VIS12833L)

Software Rhino 3d 5.0 (level 2):

1. Interface customization

2. Advance modeling techniques

3. NURBS Topology

4. Curve creation

5. Surface continuity

6. Modeling with history

7. Advance surface techniques

8. 3D Modeling through blueprint

9. 3D modeling through measurements of a real object. 10. Surface analyze

11. Rendering with several rendering engines.



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Technology of Digital Image Processing II (VIS12834L)

1. Advanced Colour Editing:
Libraries (colour systems)
Manage and calibrate colour as a function of various formats
2. Advanced techniques I
Illustration and painting techniques
Techniques for vectorial draw illustration
Refinishing and rebuilding portraits and landscapes
3. Advances techniques II
Mask Knockout
Emulation of natural resources
4. Advanced Techniques III
Working with strokes
Compositions
Labeling
Rollovers
Advanced Automation
5. Creative Composition
Creative Typography
Colour and Expression
6. Creative effects:
Effects filters
7. Practical exercises
8. Simulation of objects in perspective and 3D
9. Exporting documents
Formats Resolution Comparing formats Printing and Web

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Introduction to the Theory and History of Design (VIS12835L)

1. A SHORT APPROACH TO THE GENESIS OF THE GRAPHIC ARTS.
2. UNIVERSAL EXHIBITIONS AND INDUSTRIAL AND COMMERCIAL MUSEUMS AS ENGINES OF PRE – DESIGN.
3. THE WORKSHOP AGAINST FACTORY: AUGUSTUS PUGIN; JOHN RUSKIN E WILLIAM MORRIS.
4. ART NOUVEAU – ARTS NOUVEUXS.
5. A PORTUGUESE EXAMPLE: RAFAEL BORDALO PINHEIRO.
6. AGAINST THE ORNAMENT: MICHAEL THONET AND ADOLF LOOS.
7. CONSTRUCTIVISM / SUPREMATISM / NEO PLASTICISM.
8. SONIA DELAUNAY AND LE CORBUSIER: THE REVOLUTION OF MODERNISM.
9. THE ART DECO.
10. PETER AND THE BEHERNS A.E.G..
11. WEIMAR BAUHAUS - BAUHAUS DESSAU.
12. ADVERTISEMENTS:
 - 12.1. Posters of I and II World War I.



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Introduction to Drawing and Representation II (VIS12874L)

Operational means of graphic language:

- . Materials–Supports and instruments (conventional and unconventional)
- . Conceptual– The senses, the memory and the imagination

Structural elements of the graphical language:

- . point, line, plan, texture, colour and bright/dark values, shape, positive space/negative space, surface, time, support ordering trace, basic structural lines, primary and secondary axes, implicit and explicit lines

Operational modes:
Scale, placement/signification, function; direction; cohesion, stability, fluctuation, instability, weight and tension, dynamics of a composition, proximity relations, distance, adjacency, overlapping; transparency, opacity, contamination and attraction between forms; visual mobility, perspective, distance, proximity and the different points of view, simplification through leveling and through accentuating, construction, deconstruction, inversion, rotation, movement, rhythm, alternation, simultaneity, collage and other expressive aspects.

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Editorial Processing Technologies (VIS12869L)

1) Introduction:

Potential of the software.

Preferences; The workspace

2) Create a new documents;; Margins; Columns; Guides

3) Navigate in the space of the document: Panels and respective functions; Shortcuts; Managing multiple artboards; Managing multiple documents; Importing Text or Image files

4) Managing pages: Delete; Add; Move; Adding page number

5) Master page: Create; Potentialities

6) Text: Understand and organize; Modules; Define text styles; Define paragraph styles
Special Characters; Use Find/change tool; Fill module with blind text

7) Color: Understand and organize; Create; Change

8) tables;; Create; Define

9) Print;; Preflights; Preview

10) Export: Package; PDF



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Technical Drawing II (VIS12868L)

Space
The urban structure and its understanding.
Spatial organization of the construction.
Values that characterize the qualification of urban and construction.
Project Method.
Problem
Background
Fiction / Validation Communication
Construction
Usufruct
Analysis of Results
Steps.
General coordination. Management.
Basic legal framework. Project elements and phases. Speciality projects.
Procedural drawing
This type of drawing is a mean for action.
Mediation of physical representation in the invention.
Representation that circumscribes within itself tension-generating invention. Representation and shaping of "things" that induce an aesthetic experience. Virtual and physical representation as procedural concepts:
Discursive.
Formal:
Scale.
Natural Size.
Expression:
Two-dimensional;
Three-dimensional;
Digital.

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Animation II (VIS12787L)

1. The expressive body movement.
 - 1.1. O Posing as a starting point and wound to the materialization of expressiveness
 - 1.2. A march as a means of characterizing a character. Animation of several types of walking according to age, gender, height, weight, mood.
 - 1.3. Facial animation, the various elements that build the expression in motion - eyes, mouth, forehead, eyebrows, nose and head position on the shoulders. Lip-sync
- 1.2. Animation of land animals and flying. Animation of Plants.
2. Animation of other elements.
 - 2.1. Animation of natural elements-water, wind and fire.
 - 2.2. Animation of objects with proper motion and residual. Characterization of matter through movement.
 - 2.3. Animation of the light.



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Technologies and materials of Industrial Practice II (VIS12850L)

Revision of the physical and mechanical proprieties of materials.

Wood Natural wood Transformed wood

Advantage and disadvantage of natural and transformed wood. Treatments and plastic aspects of wood.

Work tools for wood.

Metal

Ferrous (Iron, Steel, stainless steel e Weathering steel)

Non-Ferrous or metallic alloys (Aluminium, Brass, Bronze, Cooper and Zinc) Physical and chemical proprieties

Transformation processes

Type of connectors and welding

Treatment and finishing (plastic aspects)

Modelling techniques

Practical exercise with study materials

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Technology Modeling and 3D Rendering III (VIS12851L)

1. Introduction to CAD/CAM

2. Type of files

3. Organization of UI and functionality

4. Modeling parts

5. Assembling mechanisms and constraints 6. 2D drawing

7. Animation of Mechanisms

8. Static FEA analyze

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Technologies and materials of Communication II (VIS12852L)

● Motion graphics concepts: communication design using time, space and motion.

● History: from the avant-guard until the MTV aesthetic : Rutmann, Bass and Cooper.

● Audiovisual and multimedia formats: film and show titles, branding, bumpers and interstitials, advertisement and videoclip, websites, kiosks and DVD.

● Motion-graphics project: creative management and processes.

● Animation principles: the 12 rules, motion, gestalt theory, static and kinetic typography, storytelling and style.

● Audiovisual practice: dynamic framing, editing and transitions.

● Post-production applied to motion graphics.

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Technologies Vector and Editorial Processing II (VIS12853L)

1. Experimentation:

Hand dawning and its potentialities on a digital platform; Applying creative options; Navigating through both softwares

2. Materials and its potentialities

3. New advanced solutions:

Illustrator: Advanced forms; Effects; Combined shapes and effects; Patterns;

InDesign: Options for text organization; Chapters, sections and pages

4. Text: Advanced options; Softwares relationship with text and typography; Tables, graphics and best way to manage enterprise data.; Relationship shapes and color.

5. Export documents: Gather material without losing important data; Preventing mistakes; Preview; Final Art; Finished PDFs

6. Production and Printing options



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Interface Design II (VIS12854L)

The knowledge, skills and competences to be acquired are developed to a level medium / high complexity and are a reflection of learning, whose pedagogical strategy will focus on the interface design (UI) and interaction design (IxD), focusing on the innovative concept, the detection of opportunities and user experience (UX).

Syllabus oriented to subject(s) and project(s) to develop:

1. Future Visions in digital environments;
2. Innovation and interface design;
3. Personas, contexts, settings, stories and storyboards;
4. Integration interface design (UI), interaction design (IxD) and user experience (UX);
5. innovative communication strategies in digital media.

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Photography II (VIS12754L)

In theoretical sessions it will be addressed the initiation to the history of photography in its relationship with the darkroom having as reference its most notable representatives.

In theoretical and practical sessions will be addressed the theme of the darkroom, the revelation of films, Pinhole, Magnifier, Photograms and chemistry. It is also intended to sensitize the percentages to laboratory processes that were used by several artists, such as Daguerreotypes or Radiograms.

It is intended that the knowledge of the digital photographic camera, the pixel and its correspondence with analogical photography is interconnected with the use of digital imaging programs.

Synthesis:

- a) - Theoretical themes-history: Initiation to the history of photography in its relationship with the darkroom
- b) - Technical themes: development of printing techniques in analogue and digital laboratory.
 - Analogical laboratory: rules in a darkroom, chemistry production, enlarger domain, photographic paper and revealing tank.
 - Magnifier, tank of revelation
 - Evolution of printing processes
 - Photograms
 - Pinhole
- c) - Formats-Analogical and digital
- d) - Practical themes: performing practical exercises, from the theoretical content.

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Advanced Industrial Project II (VIS12870L)

1. Critical analysis of results achieved in the previous semester. Review and validation of assumptions.
2. Transposition of concept (s) to hypotheses of design solutions.
3. Modal analysis of failures and constraints.
4. Setting goals, specifications and fundamentals.
5. Project development.
6. Systematization and reporting of results.

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Industrial Design Lab II (VIS12871L)

Development, at an advanced level, of a theoretical and practical route centred in the perception and understanding of the Project development process in industrial design, namely in the areas related to the development of prototypes and models;

Advanced development of prototyping and physical modelling techniques;

Suitable application of teaching techniques to the needs of the work being developed and its contextualization at the level of intervention in the project management in multidisciplinary environments; Recognition of the several ways of doing prototypes and models in prototyping technologies process Concerted exploration of activities and equipments available at the University of Évora either as observers or in a more practical side by experimenting with results.



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Advanced Communication Project II (VIS12873L)

The knowledge, skills and competences developed at a high level of complexity and an impact on the awareness of detecting opportunities, define new concepts and capacity management integrated processes of communication design.

Syllabus oriented to subject(s) and project(s) to develop: 1. Business Strategy;

2. Global communication strategies;

3. Direction and Management of design and Communication Design; 4. Communication Design and innovation;

5. Case studies.

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Graphic Design Lab II (VIS12872L)

1. Manuals and Applications for digital and analogue brand:

Brand toolkit: logo; colors; source. imaginary; Principles of Design.

Applications: interactive application; presentations; stationary; promotion; advertising. 2. Paging of manuals for distribution in PDF.

3. Finalization and preparation of materials for application in printing and screen.

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Post-production and Special Effects (VIS12793L)

Photo and image recording for audiovisual post-production. LIDAR systems.

Animation and capture of performance (facial and body).

Digital Asset Management Systems (DAMs) and metadata

Image post-production techniques: rotoscoping, creation and manipulation of matte images, color and exposure manipulations, spatial distribution filters, two-dimensional and three-dimensional transformations, chroma keying, photogrammetry and photocartography.

Sound post-production techniques: overdubbing, sound effects, equalization, noise reduction and final mixing.

Titles and motion graphics.

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History of Contemporary Art - XXI Century (HIS12755L)

- The Avant-Gardes as introduction to contemporary art: Fauvism, Die Brücke, Der Blaue Reiter and Abstractionism.

Cubism, Futurism, Constructivism, Metaphysic Painting, Dada Movement, Surrealism. De Stijl and Bauhaus.

- Between Informality and Action. Action Painting. Happening. Performance.

- The Return to figuration. Neo-Realism. Pop Art. Hipster-Realism. New-Figuration.

Knew Abstraction. Abstract Expressionism. Post-picture Abstractionism. Op Art. Kinetic Art. Minimal Art.

- Conceptual Art. Body Art. Land Art. Arte Póvera.

- Photography, Video and Hyperrealism.

- Post-Modernity and deconstruction.

- Globalization and Post-Colonialism: Art, Politics and Identity.

- Post-Identity and Post-Colonial.

- Expanding the limits of perception: Relational Art, Digital Art and New Media Art.

- Institutions, Markets, Media and Critic.



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Design of Spaces (VIS12836L)

1. Theoretical introduction focused on the evolution of the design of spaces, with commercial incidence, from the end of the 19th century.
 - 1.1. Analysis of case studies considered paradigmatic.
2. Projectual Context
 - 2.1. Ergonomic contextualization of spaces according to Neufert.
 - 2.2. Generic typologies of commercial spaces.
 - 2.3. Types, materials and technologies of equipment and their characteristics considering different typologies of space.
3. Project
 - 3.1. Selection and analysis of the typology of space to be developed.
 - 3.2. Analysis and characterization of market and type public.
 - 3.3. Analysis of typologies of space organization according to functional, aesthetic and symbolic needs.
 - 3.4. Development of design hypotheses.
 - 3.5. Selection of design solution and development of technical drawings and renders;
 - 3.6. Solution testing and validation;
 - 3.7. Development of models and panels of communication of results.

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Packaging Design (VIS12837L)

1. History of Packaging Design Developments in Packaging Importance of Marketing
Niche Markets
Luxury Brands
Tribes
Paper toyz
2. The Role of packaging:
Contain/ protect the product
Guarantee distribution under optimum conditions
Size and Dimensions: facilitate transport
Facilitate safely use and consumption of the product
Necessary and relevant information for the consumer
Fundamental role divulging corporate identity
Differentiate the product on the market
3. Package Design:
Target
Planning and implementating
Understanding the brief
Identify needs and wishes
Research
Concept definition
Proposals presentation
4. From Project to Production:
Relationship with client
Format definitions
Colours
Typography
Photos/ Illustrations
Materials and finishers
Environmental impact. Ethical/ economical responsibilities
5. Packaging design:
Proposals selections
Prototype and mockup
Cutters
Technical drawing
Final Artwork



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Ergonomics and Anthropometry (VIS12838L)

- The concept of Ergonomics
- The importance of Ergonomics in Design
- Ergonomics and the Human Factor
- Functions of the human organism
- The contributions of Anthropometry
- Anthropometry: measures and applications • Static and dynamic anthropometry
- The contributions of Physiology and Biomechanics • Principles of applied biomechanics
- Types of movements and positions.
- The contributions of Cognitive Psychology

Types of managements and controls

- Organization and perception of information • Lighting
- Noise, Temperature and Air Quality
- Safety at work
- Inclusive Design
- Ergonomics and Anthropometry in Household and Office Involvement • Kitchens
- Living room
- Non-smoking rooms
- Hygienic spaces • Office work

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Theory and History of Design I (VIS12839L)

1. ILLUSTRATION AND GRAPHICS IN PORTUGAL BETWEEN THE DECADE OF 20 AND 40. 2. THE VISIBILITY OF THE DESIGNER (1930/1950).
 - 2.1. The US case: styling and streamlining;
 - 2.2. International exhibitions;
 - 2.3. 1941: the contest Organic Design in Home Furnishings.
3. MAX BILL AND FORM GUTE: reflections of the Ulm School.
4. PAUL RAND AND THE IBM.
5. NEW MATERIALS AND NEW TECHNOLOGIES IN POST-WORLD WAR II. a. The example of the Habitat store;
 - b. Joe Colombo and Verner Panton;
 - c. Mutual influences between Fine Arts and Design.
6. MODERN "BURNING OUT"? – FROM POP TO POSTMODERNISM:
 - a. Psychedelic posters;
 - b. The magazines Rolling Stone and Oz;
 - c. The Push Pin Studio;
 - d. Robert Venturi - Learning from Las Vegas;
 - e. Cranbrook Academy of Art;
 - f. Gert Dumbar and Neville Brody;
 - g. Tibor Kalman and M. & Co.;
 - h. The experimental Emigre Graphic Design;
 - i. Post-modernism.
7. ECLECTIC TYPES:
 - a. Grunge Design;
 - b. The influence of MTV;
 - c. Techno Type.
8. FASHION DESIGN IN THE TWENTIETH CENTURY.



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Drawing of Design I (VIS12840L)

1. Introduction to drawing in representation of ideas in design projects;
2. Initiation to several ways of sketching;
3. Initiation to master drawing and illustration techniques suitable to the communication of ideas and to the development of design projects;
4. Presentation to seminars and examples of drawing and illustration techniques in design processes;
5. Stimulating practical experimentation in class with tutorial support;
6. Support to the development of project exercises of another subjects, namely at the level of nuclear subjects of the design degree.

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Ceramic and Glass Design (VIS12845L)

Materials and Technologies for the Ceramics and Glass Industry

2. Development and validation of evolution trends of public and market on Ceramics and Glass sector
3. Analysis and interpretation of Briefing considering business scenario
4. Research and definition of assumptions, goals and design specifications
5. Development and validation of intermediate design solutions
6. Technical Design and 3D rendering
7. Testing and Prototyping
8. Communication of results

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Design Corporate Identity (VIS12846L)

1. The institutional image, a drawing model Policies of image and communication Identity

Logo and Logotype

Corporate Identity

Brand and Brand Logo

Global Inspiration

2. The colour and typography applied to Corporate Identity

The colour and their meanings and the sensations they transmit

The typography as the words voice that determines the visual tone of the text

3. The identifying basic signs, how to make a logotype

The none verbal signs (symbols) The names

The Logotypes

Typographic Logotypes Figurative Logotypes

Abstract Logotypes

The Combination between them

4. The Visual Identification systems Institutional Image

Group of application rules

Graphic applications, stationary

Legibility and recognition

5. Creation of the layout for a brand manual Format definition

Grid construction

Choosing institutional typography Legibility and reading hierarchy



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Marketing and Communication (GES12847L)

- 1.1 Marketing and its evolution
- 1.2. The role of marketing in organizations
- 2. Marketing strategy
- 2.1. Development of a marketing strategy 2.2. SWOT analysis
- 3. Brands
- 3.1. Concept, importance and brand value
- 3.2. Corporate identity structures
- 3.3. Mission, vision and values of the brand - the brand territory 3.4. Brand identity elements
- 4. Marketing Communications
- 4.1. Integrated marketing communications 4.2. Communication plan
- 4.3. Advertising
- 4.4. Public relations
- 4.5. New communication tools

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Theory and History of Design II (VIS12848L)

- 1. Aesthetic COMICS.
- 1.1. Pioneers: James Gillray, Rodolphe Töpffer, among others; 1.2. Great creators, heroes, heroines and antis;
- 1.3. The East;
- 1.4. Comics in Portugal.
- 2. TRENDS, MATERIALS AND DESIGN IN THE XXI CENTURY.
- 2.1. Eco-sustainability;
- 2.2. Mega-dynamic materials and Design; 2.3. Interactive interiors;
- 2.4. Crafts-techno.
- 3. PRE-DESIGN IN PORTUGAL: "Sources- The "cottage industries".
- 4. INTRODUCTION TO HISTORY OF DESIGN IN PORTUGAL.
- 4.1. The "Industrial Arts" in Portugal, the Industrial Schools and the Industrial and Commercial Museums; 4.2. "The first experiences of teaching design 'as Design.
- 5. PORTUGUESE DESIGNERS. 5.1. Frederico George; 5.2. Conceição Silva; 5.3. Daciano da Costa; 5.4. Sena da Silva.
- 6. PORTUGUESE DESIGNERS OF PRESENT DAYS.

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Drawing of Design II (VIS12849L)

- 1. Development of drawing practice as a crucial tool to the representation of ideas in a design project;
- 2. Advanced exploration of several ways of sketching in several levels of complexity;
- 3. Advanced exploration of drawing and illustration techniques suitable to the communication of ideas and to the development of design projects;
- 4. Presentation to seminars and examples of drawing and illustration techniques in design processes;
- 5. Stimulating practical experimentation in class with tutorial support;
- 6. Support to the development of project exercises of another subjects, namely at the level of nuclear subjects of the design degree.



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Product Design (VIS12855L)

1. Product Development Process Planning
2. Definition of individual Briefing and planning tasks by pre-provided base matrix
3. Research focused on defined design problem
4. Coworking: sharing, discussion and pre-validation of project assumptions
5. Definition of assumptions, goals and design specifications
6. Development and validation of intermediate design solution
7. Coworking: sharing, discussion and re-validation / review of the design solution
8. Technical Design and 3D rendering
9. Testing and Prototyping
10. Communication of results

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Digital Design (VIS12856L)

The knowledge, skills and competences developed at a high level of complexity and apply the theme of curatorship, with focuses on the innovative concept and the integrated digital strategy (IU / IxD / UX).

Syllabus oriented to subject(s) and project(s) to develop: 1. Organization and management complexity;

2. Communication strategies in digital media;
3. Innovation in digital communication;
4. Curated content and audiences;
5. Case studies.

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Design Management (VIS12857L)

1. Context of the concept Design Management
2. Management of Design Strategy: : methods and tools
- 2.1. Identify opportunities for design
- 2.2. Understanding the public and the market
- 2.3. Interpret the needs of consumers / users
- 2.4. Audit the application of Design
- 2.5. Creation of Design Strategy
- 2.6. Promotion and sale of the Design Strategy
- 2.7. Planning growth in the medium and long term
3. Case Studies



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Methodologies for the Professional Practice (VIS12858L)

1. Work Organization.

The business structure.

Work maps.

The development phases of a product. Production and implementation plans. Logistics and quality control.

2. Budgets.

Calculating the cost of creation.

Search for suppliers.

Ensuring the technical aspects of the suppliers.

Request for production and logistics budgets.

Compilation of budgets.

Definition of quantities, production and retail prices, to ensure the strategic relevance of a product. 3. Protection of intellectual and industrial property.

The law of copyright.

Registration of ideas, designs, trademarks and industrial patents nationally and internationally. The sale of patents.

Transfer of production rights.

4. Contracts.

Confidentiality contracts.

Contracts for services.

Contracts with suppliers.

Contracts for sale of product.

5. Organizations supporting the work activity. Individual.

Collective.

Legal aspects and implications. Corporate.

Tax.

Hires.

Implementations.

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Transport Design (VIS12863L)

1. Theoretical introduction to the evolution of transportes in the History of Design • Case study analysis

2.Context Technology

- Technologies associated with transport production

- Typologies of transport and transport systems

- National and international transport industry

3. Analysis of different systems and types of transport within the respective sectors: -Typologies • Materials and technologies

- Colors and surface treatments

- Dimensions and weight

- Consumption

- Modes of use

4. Project

- Selection and analysis of typology and transport production technologies to be developed.

- Analysis and characterization of the market and target audience.

- Analysis and definition of functional, aesthetic and symbolic characteristics.

- Development of design hypotheses, raised hand drawing.

- Selection of design solution and development of technical drawings and renders;

- Photo process registration, test and solution validation;

- Development of model and panels of communication of results.



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Digital Design (VIS12864L)

The knowledge, skills and competences to be acquired are developed to a high level of complexity and will be a reflection of learning, whose pedagogical strategy focuses on interaction design (IxD) and interface design (UI), focusing on the innovative concept and user experience (UX).

Syllabus oriented to subject(s) and project(s) to develop: 1. Research in interaction design;
2. Innovation in future scenarios;
3. New realities and trends;
4. Micro-niches with high potential opportunity; 5. Interaction Lab.

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Innovation Design (VIS12865L)

1. Contextualization of Innovation Design concept
2. Success Principles for Process Innovation by Design Innovation and Experience

Innovation as a System

Innovation as a Culture

Innovation as a process

3. Phases of Innovation process by Design Set Intent

Knowing the Context

Meet people

Set Structure Explore Concepts set Solutions perform Value

4. Methods of exploitation of innovation by Design.
5. Case Studies.

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Design and Nature (VIS12866L)

1. Delimitation of the principles inherent to Design and Nature.
2. Concepts and methods Design Bionic.
3. Concepts and methods Biodesign.
4. Concepts and methods Design Symbiotic.
5. Concepts and Methods of Ecological Design.
6. Design and Nature: New paradigms of evolution.
7. Presentation and Case Studies analysis.