



1º CICLO | LICENCIATURA

Design de Comunicação

Direction

Susana Manuela Gomes Leonor

Number of Semesters

6

ECTS

180

Access Conditions

About

The current curricular structure of the course aims to resize Design to the dimension of Integrated Design, with a distinctive offer not only in the region, but also in the national context. Understanding the necessary transformation of the market in which Design operates, there is a clear need to train young designers with a broader vision, so that they are able to respond to the challenges facing humanity. This cycle of studies promotes a holistic vision for the future design professional by learning technical and conceptual tools that respond to the field, but also by preparing young people to work in different dimensions through creative processes that can be applied to solving problems in different sectors. The scientific areas covered over the 3 years allow students to develop skills in transdisciplinarity, creativity and innovation - applied to areas of communication and strategy, technology, sustainability, health and social welfare, and governance, among others. In the 1st year, students acquire knowledge in different creative disciplines about the fundamentals of Creativity and Communication Design; in the 2nd year, they take an applied approach to different areas such as Brand Design, Strategy Design, Service Design, Experience and Usability Design, Product Design, Digital Design; and in the 3rd year they resize all their knowledge for the application of Design through Processes that allow them to develop Innovation in different sectors through concepts such as Design for the circular economy, Participatory design, Inclusive design, Design of territories, Design of governance, Social design, Design for health and well-being, Business design, Strategic design, Performative design, Design for future scenarios.

Course Plan

Course Structure

1º Ano / Comon Core

[Creative Computing I](#) 4 ECTS | [Design Office I](#) 10 ECTS | [Drawing I](#) 4 ECTS | [History of Art and Visual Culture](#) 4 ECTS | [Photography I](#) 4 ECTS | [Typography and Printing](#) 4 ECTS | [Creative Computing II](#) 4 ECTS | [Design Office II](#) 10 ECTS | [Drawing II](#) 4 ECTS | [History of Design](#) 4 ECTS | [Photography II](#) 4 ECTS | [Representation and Production Techniques](#) 4 ECTS |

2º Ano / Comon Core

[Design Anthropologies](#) 4 ECTS | [Drawing and Sketching](#) 4 ECTS | [Brand Design](#) 4 ECTS | [Design Office III](#) 10 ECTS | [Design Technologies I](#) 4 ECTS | [Visual Culture and Contemporaneity](#) 4 ECTS | [Author Drawing and Illustration](#) 4 ECTS | [Design Office IV](#) 10 ECTS | [Design Technologies II](#) 4 ECTS | [Design Theory and Criticism](#) 4 ECTS | [Experience and Service Design](#) 4 ECTS | [Motion and Sound Design](#) 4 ECTS |

3º Ano / Comon Core

[Territorial Design](#) 4 ECTS | [Advanced Project in Design](#) 11 ECTS | [Design Process](#) 4 ECTS | [Optional 1](#) 3 ECTS | [Strategic and Business Design](#) 4 ECTS | [User Experience Design](#) 4 ECTS | [Applied Research in Design](#) 4 ECTS | [Author / Internship Project](#) 11 ECTS | [Design Seminar](#) 4 ECTS | [Interface and Interaction](#) 4 ECTS | [Optional 2](#) 3 ECTS | [Performative Design](#) 4 ECTS |