UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Communication Drawing

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Introduction to Communication Drawing (L5011)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

1st Semester

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	60,00
Tutorial Guidance:	

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Profª Doutora Arqtª ELISA MARIA COELHO FERREIRA BERNARDO

12. Assistants

Prof. Doutor Arq. MIGUEL MIRA GEORGE RODRIGUES

13. Teaching Language

Portuguese

14. General Objectives

Rehabilitate the basic principles of the CU, combating stereotypes and valuing the importance of the notion of Drawing in designer training.
Consolidate awareness of visual thinking and its operability.
Consolidate concepts and ways of operating conducive to the autonomous development of a path.

15. Specific Objectives

Disciplining observation in order to better inform project action in design.
Discipline graphical communication in order to build effective messages, within pre-specified purposes.
Develop/extend/apply a graphic-visual lexicon.
Highlight the relevance of the sketched drawing along with project thinking.
Promoting growing autonomy within the scope of Seeing and Doing through Drawing.

16. Skills to be acquired

Ability to critically observe visual realities.
Ability to graphically communicate concepts, ideas and impressions.
Ability to develop personal modes/expressions of operating and communicating.
Ability to understand perception/imagination, replacement/transfiguration, observation/invention, drawing/project relationships.

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

17. Teaching Methodology

Development of image analysis exercises from the universe of Drawing.
Development of practical observation/representation exercises.
Development of practical transposition exercises: from observation to invention, from replacement to transfiguration.
Progressive increase in the complexity of the problems addressed in each exercise category.
Collective reading of the answers to the exercises, stimulating self-criticism and reasoned criticism.

18. Course Unit Program

1. Reading culturally significant reference images from the perspective of:
Value the drawn observation.
Understand representation as simulation.
Realize the plurality of ways of Seeing, Thinking and Doing through Drawing.
Identify clear relationships between each operative mode and the corresponding communicative intention.

2. Reading and representation of physical models, from the perspective of:
Distinguish the concepts of structure, mass/volume and surface - awareness.
Solve problems of size, proportion and position, both from the isolated object and from the object in context.
Highlight the notion of spatiality and work with it based on figure-background relationships.
Managing the emphatic/exclusion dialectic affects the representations.
Progress towards transfigurations via graphics: from the representation of the physical object to the invented object.
Progress from communicating the object(s) in itself to communicating it(s) in context.

19. Assessment Methods

Continuous elaboration of a document for the organization and selection of the results, making the logic of the contents compatible with a logic of communication and presentation.
Continuous construction of an individual exercise book, promoting an investigative attitude, as well as the subsequent consolidation of experiences.
Integration of other items such as attendance, punctuality, participation, commitment, self-criticism, work rhythm and level of autonomy.

20. Didactic Resources

Use of models adjusted to the problems posed.
Commented projection of images (mainly drawings by authors from different backgrounds).
Projection of videos of recognized opportunity for the subjects under study.
Dissemination, exhibition and possible reading of parts of books/texts related to current topics.

21. Sustainability Objectives

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

This UC intends to contribute to sustainability in the following general areas:
1 - Ensure equal access to quality technical, professional and cultural education.
2 - Guarantee equal opportunities in university education, including for people in vulnerable situations.
3 - Promoting the gradual dematerialization of the teaching/learning process.

22. Keywords

Observation
Communication
Transfiguration
Emphasis/Exclusion
Object/Context

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

23. Main Bibliography

Author(s):	GOLDSTEIN, Nathan		
Title:	The Art of Responsive Drawing		
Edition:	6ª	Year:	2006
Local:	New Jersey		
Publisher:	Prentice Hall		

Author(s):	MOLINA, Juan J. G. (coord.)		
Title:	El Manual de Dibujo. Estrategias de su Enseñanza en el Siglo XX		
Edition:	4ª	Year:	2005
Local:	Madrid		
Publisher:	Ediciones Cátedra		

Author(s):	SALE, Teel; BETTI, Claudia		
Title:	Drawing; A Contemporary Approach		
Edition:	2ª	Year:	2004
Local:	Belmont		
Publisher:	Wadsworth Group/Thompson Learning		

24. Complementary Bibliography

Author(s):	SIZA, Álvaro		
Title:	Imaginar a evidência		
Edition:	1ª	Year:	2012
Local:	Lisboa		
Publisher:	Editora Estação Liberdade		

Author(s):	CABAU, Philip		
Title:	Design pelo Desenho - Exercícios, jogos, problemas e simulações		
Edition:	1ª	Year:	2014
Local:	Caldas da Rainha		
Publisher:	FCA design /Bertrand		

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'FUNDAMENTOS DO DESENHO DE COMUNICAÇÃO': Academic Year 2023/2024
Autor / Author	Profª Doutora Arqtª ELISA MARIA COELHO FERREIRA BERNARDO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0

(c) Universidade Lusíada, 2024

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt