



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Materials and Technologies

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Materials and Technologies (L5013)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance:

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MARIA INÊS COSTA DA VEIGA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Recognize the role and importance of graphic production across all areas of design discipline, by knowing and understanding techniques and processes.

15. Specific Objectives

To acquire theoretical and practical knowledge of graphic production that responds to questions posed by creative processes and design practices.

Learn and investigate (and whenever possible experiment) craft and industrial processes related to the areas of pre-press, printing and finishing on various scales and media.

Learn how to prepare files for graphic (re)production, namely printing files and wireframes within the scope of graphic designing.

16. Skills to be acquired

Develop knowledge and skills that enable them to anticipate problems and/or achieve better production results.

Analysis capacity and critical sense in the use of technologies of graphic production.

Develop technical language and vocabulary to support project practice in design.

17. Teaching Methodology

The knowledge to be acquired has theoretical and practical dimensions, thus, learning is sustained in the exposition of contents and in the experimentation and analysis of procedures and technologies through the realization of group and individual exercises of short duration. Study visits to companies of the Graphics Industry are also promoted, whenever possible.



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18. Course Unit Program

Typography

- Historical background of technologies applied to Communication Design I: from calligraphy to printing
- Fundamentals of typographic composition

Image and Color

- Historical context of the technologies applied to Communication Design II: from engraving to photocomposition
- Visual experience and colour management
- Frames and techniques of image reproduction

Composition and Format

Historical framework of technologies applied to Communication Design III: from offset lithography to digital printing

Key elements of page architecture and layout principles

Substrates: properties and formats of paper, textile and others.

Final Art and Post-Production

Beyond the Format

19. Assessment Methods

Continuous assessment includes: 2 written tests; group and/or individual work of short duration each with specific statements. Critical factors to be considered are: i) assiduity, motivation and participation in class; quality of written and oral expression; quality of the work done concerning the contents taught during the semester.

20. Didactic Resources

Visual, textual or multimedia materials brought by the teacher, and by the students, for discussion

compulsory and/or optional.

UL Media Library and other libraries.

World Wide Web.

21. Sustainability Objectives

Although the aim of teaching this course and of the degree is to fulfil goal n.4 - quality education - the foundational basis of the UL-Lisbon Design courses is the belief that Design is a tool for the sustainable promotion of society in its ethical, social and ecological aspects. Therefore, one of the global objectives of Design teaching at UL-Lisbon is to alert students to the importance of their future as Designers so that it fulfils ALL the 17 SDG defined by the UN.

22. Keywords



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Graphic Production
Communication Design Technologies
Typography
Photography
Colour Management
F

23. Main Bibliography

Author(s): AMBROSE, Gavin e HARRIS, Paul
Title: The Production Manual: A Graphic Design Handbook
Edition: Year: 2008
Local:
Publisher: Ava Publishing

Author(s): BARBOSA, Conceição
Title: Manual de Produção Gráfica
Edition: 4 Year: 2019
Local: Lisboa
Publisher: Principia

Author(s): Ellen Lupton
Title: Pensar com Tipos Guia para designers, escritores, editores e estudantes
Edition: Year: 2020
Local:
Publisher: Editorial Gustavo Gili

24. Complementary Bibliography

Author(s): CAMPBELL, Alastair
Title: The Designers Lexicon
Edition: Year: 2000
Local: Londres
Publisher: Cassell & Co

Author(s):
Title:
Edition: Year:
Local:
Publisher:



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