



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Communication Theory

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Communication Theory (L5024)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes: 30,00
Practical classes:
Theoretical-Practical Classes
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

Addressing the designing of communication as a paradigm of ethical, social and sustainable design.
Equipping students with methods and tools to understand and participate in the complexity of current, pluriversal and ever-changing issues.

15. Specific Objectives

Know how to ground the design project in context and concrete data from cultural, social, economic and ecological realities.
Understand the value of participatory approaches to develop ethical and sustainable design processes and solutions.
Recognise Visualisation as a critical tool for the diagnosis and understanding of complex problems, and, to stimulate strategic dialogue and co-design processes.
Research the current landscape of visual, sensorial and interactive communication devices at

16. Skills to be acquired



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This is an educational framework designed to:

Develop communication, interpersonal relationship, and teamwork skills for exploring and sustaining ideas with benefits for people, cultures, economies, and ecosystems as designers.

Know ways and means of defining and identifying problems (problem framing) as a key competency for problem solving in design.

Know ways and means of turning abstract data into clear, understandable and shared visions - sense making - capable of guiding design proc

17. Teaching Methodology

It aims an enriching and stimulating learning experience imbued with critical content that supports the development of the design project.

Expository lessons.

Reading of texts and discussion.

Recognition and use of methods and tools in response to short, low complexity challenges (group).

Research and analysis of national and international case studies (individual).

18. Course Unit Program

- The cultural, ethical and political dimensions of design things
- Contributions and role of Research in the Design process
- Concepts and processes of Human Centred Design, Participatory Design, Co-creation and Co-Design.
- Design tools and methods for conversation, making, co-creation, integration and engagement of participants and partners in impactful projects.
- Visualisation in collaborative processes: visualising to inform vs. to decide.
- Visualisation in services and systems: approaches and tools to make visible and understandable the interactions between a constellation of stakeholders.
- Visualisation as interactive experience in envisioning sustainable futures: design fiction and speculative design.

19. Assessment Methods

Continuous assessment includes: two written tests of frequency; the following factors are critical:
i) assiduity, motivation and participation in the analysis and discussion of cases and visual, textual or multimedia contents. Development of group and individual work.

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



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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

Visualisation
Interactivity
Communication Technologies and Methods
Participatory Design
Design f



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23. Main Bibliography

Author(s): Liz Sanders, Pieter Jan Stappers
Title: Convivial Toolbox: Generative Research for the Front End of Design
Edition: 1 Year: 2013
Local:
Publisher: Laurence King Publishing

Author(s): Marc Stickdorn, Jakob Schneider
Title: This is Service Design Thinking: Basics, Tools, Cases
Edition: 1 Year: 2012
Local:
Publisher: Wiley

Author(s): Anthony Dunne e Fiona Raby
Title: Speculative everything : design, fiction, and social dreaming
Edition: 1 Year: 2013
Local: CAMBRIDGE, MASSACHUSETTS
Publisher: THE MIT PRESS

24. Complementary Bibliography

Author(s): Ezio Manzini
Title: Design when everybody designs: an introduction to design for social innovation
Edition: Year: 2015
Local: CAMBRIDGE, MASSACHUSETTS
Publisher: THE MIT PRESS

Author(s): Mário Moura
Title: O Design que o Design não vê
Edition: 2 Year: 2021
Local: Lisboa
Publisher: Orfeu Negro



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'TEORIA DA COMUNICAÇÃO': Academic Year 2023/2024
Autor / Author	Prof. Doutora MARIA INÊS COSTA DA VEIGA
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	