UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Design I

Academic Year 2025/2026

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Design I (L5001)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

Annual

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	360,00
Tutorial Guidance:	

9. ECTS Credits

32,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor CARLOS HUMBERTO MATEUS DE SOUSA BÁRTOLO

12. Assistants

Prof. Doutora MARIA INÊS COSTA DA VEIGA

13. Teaching Language

Portuguese

14. General Objectives

To awaken the ability to observe the physical surroundings, to learn to question it and to reflect critically on it
To understand Design as an activity that interpellates the daily life, the material and the immaterial world
To understand and practice the various dimensions of design, namely in its two-dimensional and three-dimensional dimensions
To introduce the fundamental principles of communication design and three-dimensional design

15. Specific Objectives

To promote the understanding of design through exercises of reduced complexity
To become familiar with codes, methodologies and Design tools
To contribute to the development of a critical sense, awakening to a broad understanding of the scopes and functions of design(er)
To enrich the technical and critical vocabulary, specific to the discipline
To begin to recognise authors, producers and fundamental objects of the discipline
To encourage research and the crossing and integration of knowle

16. Skills to be acquired

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Learning to learn
To learn to identify, formulate and systematise design problems
To learn to relate knowledge through the project
To experiment with project methodologies
To stimulate social skills and ecological awareness
To learn to handle the tools and processes of the discipline
To learn how to solve problems of reduced but increasing complexity

17. Teaching Methodology

Development of practical work, individual or group, accompanied by guidance and presented and commented publicly before the class.
Exercises of increasing complexity, culminating in a summary exercise focusing on all the skills acquired and considered essential at the end of the 1st year of the degree.
Permanent evaluation of the work developed in the practical classes.
Occasional moments of individual evaluation.

18. Course Unit Program

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The Design I program intends that students begin the process of awareness of the role and importance of Design in contemporary societies, while it aims to equip them with the skills that will enable them to progressively acquire, develop and exercise the competencies mentioned above.

Three-dimensional component of the UC - principles of product design:
Being able to abandon preconceived ideas and develop a new gaze on objects
Interpreting the physical characteristics of a subject according to the contexts of use, awakening to the identification of technical, material and emotional aspects of the same
Understanding and formulating various relationships between form and function
Awakening to an ecological awareness
Contact with basic methodologies of Design
Use processes of continuous experimentation and learning through error
Dealing with project situations of reduced complexity
Being familiar with the specificities of different areas of work in Design
(communication, product, environment)

Two-dimensional component of the UC - principles of communication design:
Importance of the senses as a way for organisms to perceive what surrounds them and how the "world" is defined by each of them.
How vision is man's primary sense of perception, and how much of man's "world" is made up of visual stimuli and memories.
How the sense of sight, coupled with the most basic needs, have shaped not only man since the dawn of humanity but also his way of understanding the world.
Man, even after millennia of civilizational development, remains an "animal" based on his most primal senses.
The rules of visual language based on the basic and universal principles of human perception.
The basic elements of visual language, the basic rules of its conjugation and the possibilities that allow the grammatical construction of these.
Know how to apply these principles to composition and visual construction.
Graphic communication throughout the history of mankind.
The application of the visual lexicon and the basic and universal principles of human perception to the most current trends of graphic communication and multimedia, and in its articulation with other areas of design: product and environment.

19. Assessment Methods

Practical work, individual or in groups, presented and commented publicly before the class.
Continuous assessment of the work developed in the practical classes.
Evaluation of presentations of the final stages of exercises.
Attendance and participation in class.

20. Didactic Resources

Supporting texts for compulsory and optional reading.
UL Media Library and other libraries.
Audio-visual material (videos, DVDs, CD ROM's, CDs).
Internet.

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21. Sustainability Objectives

Although the aim of teaching this course and of the degree is to fulfill 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 they can fulfill ALL the 17 SDGs defined by the UN.

22. Keywords

Design
Project
Communication
Product

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23. Main Bibliography

Author(s):	MUNARI, Bruno		
Title:	Das coisas nascem coisas		
Edition:	1ª	Year:	1993
Local:	Lisboa		
Publisher:	Edições 70		

Author(s):	HESKETT, John		
Title:	Toothpicks & Logos: Design in everyday life		
Edition:	1ª	Year:	2003
Local:	Oxford		
Publisher:	Oxford University Press		

Author(s):	Dondis, Donis A.		
Title:	A Primer of Visual Literacy		
Edition:		Year:	1988
Local:	Cambridge, MA		
Publisher:	M.I.T. Press		

24. Complementary Bibliography

Author(s):	PAPANEK, Victor		
Title:	Arquitectura e Design: Ecologia e Ética		
Edition:	1ª	Year:	1995
Local:	Lisboa		
Publisher:	Edições 70		

Author(s):	ANTONELLI, Paola		
Title:	Humble masterpieces : 100 everyday marvels of design		
Edition:	1ª	Year:	2006
Local:	London		
Publisher:	Thames & Hudson		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'DESIGN I': Academic Year 2025/2026
Autor / Author	Prof. Doutor CARLOS HUMBERTO MATEUS DE SOUSA BÁRTOLO
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Descritores / Descriptors	-
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Data Hora / Date Time	
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