UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Design II

Academic Year 2025/2026

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Design II (L5010)

5. Scientific Area

6. Curricular Year

2nd

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 RUI HUMBERTO DE MATOS DIAS

12. Assistants

Prof. Doutor PEDRO JOSÉ GENTIL- HOMEM CORREIA DA SILVA

13. Teaching Language

Portuguese

14. General Objectives

Consolidation of previous design experiences, progressing to a medium level of complexity.
Applying effective Design methodologies and processes, to obtain effective results, but distinctive or even disruptive.
Explore appropriate methods of research, conceptualization and development.
Develop project tools in extension.
Achieve synthesis in presentation.

15. Specific Objectives

Develop design fundamentals and procedures in terms of communication, product and interaction/experience.
Develop individual faculties and create group dynamics: with the class and teachers, work teams, contact with other interlocutors.
Acquire knowledge about product and production sustainability.

16. Skills to be acquired

Knowing how to approach, interpret and solve situations with a medium level of complexity.
Knowing how to distinguish different cultural and communication contexts.
Promoting product usability, but also disruptive interactions.
Develop critical thinking about the social dimension of objects.
Be able to transform matter through the appropriate and responsible use of processes.
Knowing how to present results effectively: appealing and convincing, technically correct.

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17. Teaching Methodology

Participated oral presentations.
Visualization of relevant and inspiring iconographic material.
Debate.
Study tours.
Project monitoring.
Workshop support.

18. Course Unit Program

Visual communication / visual identity:
Visual communication as a vehicle of expression in society;
Fundamentals of visual grammar;
Beyond visuality;
Visual identity design program: systematization and brand management.

"Social" objects:
Social and cultural dimension of objects;
Target audiences;
Product design program: the "skin" of objects.

Interfaces/interaction / experience:
Body-object / body-machine interface models;
Body: perception, cognition and senses;
Social and cultural behaviors;
About Ergonomics;
Interface/interaction and experience design program.

Product systems / sustainable products:
Object systems: sets, families;
Product life cycle;
Recycling, reuse et al.;
Social and environmental sustainability;
Circular economy;
Sustainable product design program.

19. Assessment Methods

Continuous presentation / evaluation of project results.
Continuous evaluation regarding progression efforts, self-discovery, participation, collaboration and attendance.

20. Didactic Resources

Supporting audiovisual materials.
Texts.
ULL media library and other media libraries and libraries.
Internet.
Workshop.

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21. Sustainability Objectives

Although the aim of teaching this course and of the degree is to fulfill goal 4 of SDG defined by the UN.- 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 ULL 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

Design
Design methodologies
Communication
Product
Sustainability

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23. Main Bibliography

Author(s):	DAVIS, Meredith; HUNT, Jamer		
Title:	Visual communication design: an introduction to design concepts in everyday experience		
Edition:		Year:	2017
Local:	London and New York		
Publisher:	Bloomsbury		

Author(s):	FUAD-LUKE, Alastair		
Title:	Design activism: beautiful strangeness for a sustainable world		
Edition:		Year:	2009
Local:	New York		
Publisher:	Earthscan		

Author(s):	MOGGRIDGE, Bill		
Title:	Designing interactions		
Edition:		Year:	2007
Local:	Cambridge, MA and London		
Publisher:	The MIT Press		

24. Complementary Bibliography

Author(s):	ERNER, Guillaume		
Title:	Sociologia das tendências		
Edition:		Year:	2015
Local:	Barcelona		
Publisher:	Gustavo Gili		

Author(s):	HEBDIGE, Dick		
Title:	Subculturas: o significado do estilo		
Edition:		Year:	2018
Local:	Lisboa		
Publisher:	Maldoror		

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Título / Title	Course Unit Program 'DESIGN II': Academic Year 2025/2026
Autor / Author	Prof. Doutor RUI HUMBERTO DE MATOS DIAS
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Colaborador(es) / Colaborator(s)	-
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