



UNIVERSIDADE LUSÍADA  
LISBOA

Course Unit Program  
Design II

Academic Year 2026/2027

**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



UNIVERSIDADE LUSÍADA  
LISBOA

#### 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.



UNIVERSIDADE LUSÍADA  
LISBOA

## 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 visibility;  
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



UNIVERSIDADE LUSÍADA  
LISBOA

Supporting audiovisual materials.

Texts.

ULL media library and other media libraries and libraries.

Internet.

Workshop.

## 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



UNIVERSIDADE LUSÍADA  
LISBOA

### 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  
ISBN Code:

---

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

---

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

---

### 24. Complementary Bibliography

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

---

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



UNIVERSIDADE LUSÍADA  
LISBOA

ISBN Code:

---

| Ficha técnica MIP / MIP Datasheet |                                                             |
|-----------------------------------|-------------------------------------------------------------|
| Título / Title                    | Course Unit Program 'DESIGN II':<br>Academic Year 2026/2027 |
| Autor / Author                    | Prof. Doutor RUI HUMBERTO DE MATOS<br>DIAS                  |
| 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 2,0                                                 |
| (c) Universidade Lusíada, 2026    |                                                             |