UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Design III

Academic Year 2025/2026

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Design III (L5019)

5. Scientific Area

6. Curricular Year

3rd

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

34,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor PEDRO JOSÉ GENTIL- HOMEM CORREIA DA SILVA

12. Assistants

Prof. Doutor JOSÉ MANUEL SILVEIRA DIAS

13. Teaching Language

Portuguese

14. General Objectives

Simulate a professional environment that enhances inspiration and collaborative work. Seek, through applied research and imagination, to envision the future, and develop strategies that encourage action in the exercise of citizenship, and the application of professional skills transversal to different areas of Design research. The level of complexity of the projectsis high.

15. Specific Objectives

Exploring Design as a dynamic process within a context. To promote the integration of its various areas - strategy, systems, product / service, communication / experience, environments, social, environmental, by continually exploring and applying advanced design skills.

16. Skills to be acquired

Holistic- knowing how to deal with global and particular issues
Conceptual- being able to anticipate
Complexifiers - knowing how to integrate
Meta-organizational- being able to manage processes
Explorative- being able to innovate
Deontological- knowing how to be

17. Teaching Methodology

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Priority to active methods that reinforce involvement, interest, analysis and criticism, through participatory exposure, debate, individual and team monitoring of each practical work; case exploration and simulation; reading, interpretation and commenting on texts; resolution of specific problems; viewing relevant iconographic material; guest participation; lessons in context.

18. Course Unit Program

Design research and development;
Integrated Design Process (strategy design, design and social innovation, systems design, product / service design, communication / experience design, environmental design).
Preparation of e-Portfolio;
Communication and presentation of projects;
Workshop management and organization;
Budgets, proposals and contracts;
Ethics and professional deontology in Design.

19. Assessment Methods

The evaluation, being continuous, validate the process and results according to the criteria defined in the project's breifings. The evaluation process is designed so that the monitoring and tutorial guidance in the various moments of one presentation constitute a key moment of critical reflection for each students work.

20. Didactic Resources

Libraries
Audio-visual material
Internet

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

Design
Global Design
Design e Social Inovation
Sustentainability
Éthics

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23. Main Bibliography

Author(s):	Best, K.		
Title:	Design management: managing design strategy, process and implementation		
Edition:	1ª	Year:	2006
Local:	Lausanne		
Publisher:	AVA Publishing		

Author(s):	Brown, T.		
Title:	Change by design: how design thinking transforms organizations and inspires innovation		
Edition:	1ª	Year:	2009
Local:	New York		
Publisher:	Harper Collins		

Author(s):	Wheeler, A.		
Title:	Designing brand identity: an essential guide for the whole branding team		
Edition:	4ª	Year:	2006
Local:	New Jersey		
Publisher:	Wiley, Hoboken		

24. Complementary Bibliography

Author(s):	Levy, M.		
Title:	Accidental Genius: Using Writing to Generate Your Best Ideas, Insight, and Content		
Edition:	2ª	Year:	2010
Local:	San Francisco, CA		
Publisher:	Berrett-Koehler Publishers		

Author(s):	Fezer, J et al (eds.)		
Title:	(How) do we (want to) work (together) (as (socially engaged) designers (students and Neighbors))(in		
Edition:	1ª	Year:	2021
Local:	London		
Publisher:	Sternberg Press		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'DESIGN III': Academic Year 2025/2026
Autor / Author	Prof. Doutor PEDRO JOSÉ GENTIL- HOMEM CORREIA DA SILVA
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