UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Creative Design Direction and Management

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

2nd

4. Course Unit

Creative Design Direction and Management (M4401)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	60,00
Tutorial Guidance:	10,00

9. ECTS Credits

15,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor Arq. CARLOS MANUEL LAMPREIA DA SILVA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Consolidate a strategic framework in the student that can answer specific design management problems, consolidating operational capabilities and proposing innovative and multidisciplinary approaches on a relationship between university, companies and institutions and converge interests and synergies.

15. Specific Objectives

Diagnose and evaluate specific problems on urban design, in it's different aspects, proposing innovative responses. Interpret and respond to specific problems; ability to manage design processes that lead to a strategic vision. Foster capacity for participation and/or leadership inside a design team. Deepening operational research and project tools on a professional context.

16. Skills to be acquired

Develop analytical and strategic thinking. Manage and lead design processes and proposing creative solutions. Gathering multidisciplinary collaborative reflection and individual response. Investigate collaboratively by proposing new design models. Autonomous, critical and reflective thinking about society (global and local), capable of proposing sustainable actions. Substantiate research processes towards writing a dissertation.

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17. Teaching Methodology

Participatory displaying of contents (readings, debates, study visits, multimedia visualization). Development of active student-centred methodologies ('student-centred' 'participatory' 'informal learning approach') involving students in analysis, synthesis and evaluation tasks that promotes reflection and discussion. Tutorial follow-up on the development of each proposed exercise.

18. Course Unit Program

Environment / urban design: extension and unifying character within territories of confluence with architecture, urban / product design (urban). Communicational effectiveness in urban design (signage, way-finding, equipment). Detection and diagnosis of a problem, innovative, integrative and user-centered design. Research methodologies capable of providing innovative results in a design process. Excellence cases studies that inspire new project actions. Reconfiguration of the user's role as an active part of the solution. Project in new sociocultural contexts and new models of consumer society. Human Design centered and solutions that go beyond the mere production of goods (less on stuff and more on people). Construction, in scope and depth, of an urban design program based on participatory/collaborative strategies. Discovery of aspects or personal research interests, as a critical and operational enrichment for the development of the dissertation.

19. Assessment Methods

Evaluation according to Universidade's Lusíada RGA (General Regulation for Continuous Evaluation), consisting in two progress reports (30% + 30% = 60%) and a final exam (project delivery and presentation: = 40%). Quality and interdisciplinary deepening with other 1st semester's CU's. Attendance; participation in class; other individual or group work.

20. Didactic Resources

Mandatory or optional support texts reading. Visits to areas in wich students operate. UL Media Library and other libraries. Multimedia.

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

Urban Design
Design Management
Inovation
Criativity

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23. Main Bibliography

Author(s):	Steiner, Frederick; Steiner, Butler, Kent		
Title:	Planning and Urban Design Standards		
Edition:		Year:	2006
Local:	New Jersey		
Publisher:	John Wiley & Sons		

Author(s):	MARTIN, B & HANIGTON, B		
Title:	Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and De		
Edition:		Year:	2012
Local:	Beverly MA		
Publisher:	Rockport Publishers		

Author(s):	ZUMTHOR, Peter		
Title:	Atmosferas		
Edition:		Year:	2005
Local:	Barcelona		
Publisher:	Gustavo Gilli		

24. Complementary Bibliography

Author(s):	McGuirk, Justin		
Title:	Can Cities Make Us Better Citizens?		
Edition:		Year:	2018
Local:	https://www.newyorker.com/books/page-turner/can-cities-make-us-bette		
Publisher:	s/n		

Author(s):	Sisson, Patrick; Walker, Alissa		
Title:	101 SMALL WAYS YOU CAN IMPROVE YOUR CITY		
Edition:		Year:	2018
Local:	https://www.curbed.com/2016/9/22/13019420/urban-design-community-building-placemaking		
Publisher:	s/n		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'DIRECÇÃO E GESTÃO CRIATIVA DO DESIGN': Academic Year 2024/2025
Autor / Author	Prof. Doutor Arq. CARLOS MANUEL LAMPREIA DA SILVA
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

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