



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
SEMINARS

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

2nd

4. Course Unit

SEMINARS (M4406)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 5,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutor JOSÉ MANUEL SILVEIRA DIAS

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

This course is a hinge course, aggregating a set of speculative and pragmatic contents in articulation with the programs of the other courses (particularly with Design Direction and Creative Management). The thematic axes of the Seminars - Global Design, Local/Local Design, Urban Design, Social Design, Human/non-human and the Environment, Other Experiences - will be understood in a comprehensive and diversified way in order to accommodate the interests of the students.

15. Specific Objectives

Construction and solidification of a design culture. Development of a holistic view of the designer's training and professional performance. Promote contact with design professionals and others. Develop methodological and procedural skills as crucial elements of formalization of the dissertation proof that will culminate this second cycle.

16. Skills to be acquired

Know how to relate theoretical contents of Design Know how to relate contents outside Design with disciplinary contents and practices Develop a sense of curiosity about the physical world and the world of ideas. Find in research a strategic and sustained instrument for possible answers to problems. Develop critical capacity about the designer's function and the ways of using and exercising design.



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17. Teaching Methodology

Classes will address various examples motivating the capacity of analysis and consequent debate of the thematic axes presented. The presentations may - alone or dealt with together(s) - give rise to theoretical reflections. As a support to research, students will develop work with critical essays, allowing the knowledge of the relationship between theory and praxis.

18. Course Unit Program

The curricular unit of Seminars will be based on presentations of theoretical contextualization illustrated by practical projects. These presentations may be made by the teacher responsible for the course, other teachers of the Master and/or the Lusíada University, external guests - designers and other professionals in the project areas and other guest speakers. On scheduled dates, presentations will be made by the students on the research of the six (6) proposed thematic axes. In addition, presentations will be made and debates promoted according to the research themes being developed by the students. The objective of this type of performance is to stimulate research on the different themes presented, to encourage critical analysis by the students as a constructive structure of their knowledge formation and, above all, the improvement of their communication skills, exercised by their interventions and/or written and oral collaboration.

The theoretical-practical nature of the discipline calls for the development of practical work, in which the organization of the different types of information that are part of the different works to be developed, regardless of their academic or professional nature, and that must integrate this second cycle of studies, is considered paramount. The ULL/FAA Master in Design integrates students with diverse backgrounds and training in Design or in border, artistic and project areas. It must, therefore, offer thematic axes related to the research practice of the teachers that allow students to continue exploring domains such as graphic or communication design, product design, environmental design, among others, or integrated design (as offered by the Degree in Design of ULL/FAA), but that also allow them to experience other areas in Design, as a complement to their training.

However, always articulating theoretical construction with project practice and always maintaining a critical and proactive spirit; as preparation for the Master's dissertation and for a culturally enriched professional life, or even for the pursuit of research work; and always considering the challenges posed by a complex, problematic, changing world. How to design for the strengthening of the link between Design and Life (freely extrapolating from the formulation Art and Life), i.e., how to design for a reenchantment of the world, which objects, which images, which communication, which identities, which environments, which systems, which actions, which visions to propose? Within the wider context of the city, some themes are proposed (Global Design, Local/Local Design, Design of urban environments, Social Design, Human/non-human and the environment, Other experiences) that can serve as a framework for projects that, in turn, can be of any nature and materialize in the form of products, communication, services, or as global Design projects, integrating various dimensions. The themes will then be project pretexts and opportunities to show all the daring authorized by Design.



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19. Assessment Methods

The evaluation will be based on assiduity, participation and commitment in the debates in class during the privileged contact by the class space, in the execution and presentation of small scientific essays of application of the knowledge object of proper enunciation (of the 6 thematic axes already identified), following the most appropriate methodology for the objective to be achieved and with the points of situation duly scheduled.

20. Didactic Resources

Recommended bibliography;

Diverse digital resources: social networks, videos, scientific articles, among others; Support texts, compulsory or optional reading;

UL Media Library and other libraries;

Audiovisual material.

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

Global Design;

Glocal Design;

Urban Environment Design;

Social Design;

Human and Nonhuman



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23. Main Bibliography

Author(s): MANZINI, Ezio
Title: Design, When Everybody Designs: An Introduction to Design for Social Innovation
Edition: 1^a Year: 2015
Local: Cambridge, Massachusetts:
Publisher: The MIT Press

Author(s): MULLER, L. ed.
Title: Social Design. Participation and Empowerment.
Edition: 1^a Year: 2018
Local: Zurich
Publisher: Lars Muller Publishers

Author(s): THACKARA, John
Title: In the bubble: designing in a complex world.
Edition: 1^a Year: 2005
Local: Cambridge, Massachusetts
Publisher: MIT Press

24. Complementary Bibliography

Author(s): TROMP, N. & HEKKERT, P.
Title: Designing for Society. Products and Services for a Better World.
Edition: 1^a Year: 2019
Local: London
Publisher: Bloomsbury

Author(s): COLOMINA, B.; WIGLEY, M.
Title: Are we human?: notes on an archaeology of design.
Edition: 1^a Year: 2016
Local: Zürich
Publisher: Lars Müller



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Ficha técnica MIP / MIP Datasheet	
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