



UNIVERSIDADE LUSÍADA  
LISBOA

Course Unit Program  
COMMUNICATION DESIGN

Academic Year 2026/2027

**1. Organic Unit**

Faculty of Architecture and Arts

**2. Course**

ARTS AND MULTIMEDIA COMMUNICATION

**3. Cycle**

1st

**4. Course Unit**

COMMUNICATION DESIGN (V3008)

**5. Scientific Area**

**6. Curricular Year**

1st

**7. Type of Curricular Unit / Semester**

2nd Semester



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#### 8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance:

#### 9. ECTS Credits

3,00

#### 10. Scientific Area Coordinator

#### 11. Regent

Prof. Doutor CARLOS HUMBERTO MATEUS DE SOUSA BÁRTOLO

#### 12. Assistants

#### 13. Teaching Language

Portuguese

#### 14. General Objectives

This course addresses the human communication according to the understanding of its visual component and its application as professional tool.

It is intended that the student becomes aware of the importance of vision as the main sense and form of expression of man.

It is intended that students acquire knowledge and develop basic skills in design in order to empower them to create projects of visual communication.

Taking into account the theoretical and practical nature of the discipline the p

#### 15. Specific Objectives

To know how to select and use the rules and codes of visual language, in order to explore and communicate an idea efficiently.

To understand and solve design problems of medium level of complexity and relate them to the contexts in a global perspective.

To develop methods and creativity capacities that lead to innovation.

#### 16. Skills to be acquired



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To identify and interpret different graphic approaches assessing their suitability for specific objectives and audiences  
To describe and apply design principles associated with visual communication  
To plan and execute graphic communication projects.  
To explore tools and techniques autonomously for the development of illustration and pagination for different contexts of communication and access to information

### 17. Teaching Methodology

Participatory lectures and discussions with the use of multimedia resources  
Specific exercises of stimulation and exploration and simulation of cases.  
Viewing of relevant iconographic material.  
Resolution of concrete problems with monitoring and discussion of student projects.  
Research supported by digital media.

### 18. Course Unit Program

The world, man and vision.  
Needs, consequences and evolution of the animal-man in parallel with vision.  
Basic elements of visual communication.  
Syntactic foundations of the visual alphabet.  
The graphic composition as visual language.  
The visual intelligence applied to the context of the message.  
The rules of visual communication as a foundation of Graphic Design practice.  
Visual techniques: communication strategies.  
The visual language applied to multimedia communication (television, film, computer and other media).  
Rules of narrative in the creation/composition of two- and three-dimensional graphic visual communication.  
The message in visual graphic composition, the fourth dimension (time) and interaction.

### 19. Assessment Methods

According to the ULL assessment rules and the Specific Rules for the Degree in Arts and Multimedia Communication, two written tests and the development of individual practical work will be performed.

### 20. Didactic Resources

Bibliographical items referred to.  
Media Library databases.  
Audiovisual material.

### 21. Sustainability Objectives

The aim of the teaching of this course and of the degree as a whole is, first and foremost, to meet objective 4 - quality education - while also stressing the need to meet the others as the different subjects of the course are addressed.



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## 22. Keywords

Graphic design  
Visual Communication  
Digital design



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### 23. Main Bibliography

Author(s): Dondis, Donis A  
Title: Sintaxe da Linguagem Visual  
Edition: Year: 2007  
Local: São Paulo  
Publisher: Martins Fontes  
ISBN Code:

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Author(s): Johnson, Michael  
Title: Problem Solved: a primer in design and communication  
Edition: Year: 2002  
Local: London  
Publisher: Phaidon Press  
ISBN Code:

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Author(s): Lidwell, W., Holden, K. e Butler, J.  
Title: Universal principles of design. 125 ways to enhance usability, influence [?]  
Edition: Year: 2010  
Local: Massachusetts  
Publisher: Rockport Publishers  
ISBN Code:

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### 24. Complementary Bibliography

Author(s): Samara, T.  
Title: Graphic Designers Essential Reference. Visual elements, techniques, and layout strategies for busy  
Edition: Year: 2007  
Local: Massachusetts  
Publisher: Rockport Publishers  
ISBN Code:

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Author(s): Meggs, P.B. e Purvis, A.W.  
Title: História do Design Gráfico  
Edition: Year: 2008  
Local: São Paulo  
Publisher: Cosac Naif



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ISBN Code:

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| Ficha técnica MIP / MIP Datasheet |                                                                      |
|-----------------------------------|----------------------------------------------------------------------|
| Título / Title                    | Course Unit Program 'DESIGN DE COMUNICAÇÃO': Academic Year 2026/2027 |
| Autor / Author                    | Prof. Doutor CARLOS HUMBERTO MATEUS DE SOUSA BÁRTOLO                 |
| 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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