



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
SEMIOTICS

Academic Year 2026/2027

1. Organic Unit

Faculty of Architecture and Arts

2. Course

ARTS AND MULTIMEDIA COMMUNICATION

3. Cycle

1st

4. Course Unit

SEMIOTICS (V3013)

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: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora GRÉCIA DESIRÉE FALCÃO DE ARAUJO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To understand the theoretical and practical foundations of language and visual communication through semiotics, exploring some of its main theories and concepts. To contextualize sign-reading methodologies and address the topic of hybrid language in multimedia from a multidisciplinary perspective that integrates Semiotics, Communication, Art, and Design. To conduct an in-depth study of semiotic theory and its practical application in analyzing the reception and production of multimedia pieces.

15. Specific Objectives

To contextualize methodologies for reading signs and investigate hybrid language in multimedia communication through a multidisciplinary approach that integrates Semiotics, Communication, Art and Design.

16. Skills to be acquired

- Reinforcement of previously acquired knowledge in Communication Theories.
- Analytical ability to interpret communicative pieces in various languages, with a focus on persuasive content aimed at advertising design.
- Conceptual development of a graphic visual communication project, integrated into the strategic communication planning of the piece created.



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17. Teaching Methodology

Lectures on topics of reading, analysis, and interpretation of texts, complemented by group dynamics. The adopted methodology is critical-participatory, encouraging students to develop a deep reflection on the transversal integration of symbolic-representational occurrences and on the creative, persuasive, and argumentative potential of communication in multimedia environments. The Problem-Based Learning (PBL) approach is used in the development of projects.

18. Course Unit Program

- The concept of sign and its classifications.
- The semiotic/semiological paradigm: semiotics and structural linguistics.
- Phenomenology and pragmatics: central concepts and main contributions of Peircean semiotics.
- Language and communication: theoretical foundation; significant relationship: representation and interpretation; the object/sign/interpreter relationship in literature, visual arts, photography, cinema, design production.
- The transversality implicit in the ways of using and interpreting signs in the network of interactions of multimedia communication.

19. Assessment Methods

The continuous assessment methodology follows the general regulations of Universidade Lusíada, as well as the Specific Assessment Rules for the Degree in Arts and Multimedia Communication.

20. Didactic Resources

Specialized bibliography; display of visual documents via video projector.

21. Sustainability Objectives

22. Keywords

semiotics; communication theories; multimedia; representation.



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23. Main Bibliography

Author(s): Eco, Umberto
Title: O signo
Edition: Year: 1990
Local: Lisboa
Publisher: Editorial Presença
ISBN Code:

Author(s): FIDALGO, Antonio
Title: Semiótica: a lógica da comunicação
Edition: Year: 1998
Local: Covilhã
Publisher: Universidade da Beira Interior
ISBN Code:

Author(s): PEIRCE, Charles Sanders
Title: Semiótica
Edition: Year: 1977
Local: São Paulo
Publisher: Perspectiva
ISBN Code:

24. Complementary Bibliography

Author(s): JOLY, Martine
Title: A Imagem e os Signos, Arte & Comunicação
Edition: Year: 2005
Local: Lisboa
Publisher: Edições 70
ISBN Code:

Author(s): SANTAELLA, Lucia
Title: Semiótica aplicada
Edition: Year: 2005
Local: São Paulo
Publisher: Pioneira Thomson Learning
ISBN Code:



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'SEMIÓTICA': Academic Year 2026/2027
Autor / Author	Prof. Doutora GRÉCIA DESIRÉE FALCÃO DE ARAUJO
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
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