



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
ADVERTISING 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

ADVERTISING DESIGN (V3022)

5. Scientific Area

6. Curricular Year

2nd

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. Doutor PEDRO JOSÉ GENTIL- HOMEM CORREIA DA SILVA

12. Assistants

Prof. Doutora CAROLINA MARIANNA BOZZI FAYA

13. Teaching Language

Portuguese

14. General Objectives

This course aims to equip students with Communication Design knowledge and tools to develop creative processes and solutions in the field of Advertising. The generic learning goals are:

- To consolidate vocabulary and knowledge of visual communication applied to the context of advertising.

15. Specific Objectives

The specific goals are:

- To analyze and understand discourses of identity and promotion of brands/products/services and their creative and responsible application in Advertising Design.
- To understand communication from a narrative point of view, from the perspective of Design as storytelling.

16. Skills to be acquired

Holistic - knowing how to consider both the big picture and the details

Conceptual - being able to propose solutions to specific average complexity problems

Complexifying - knowing how to integrate

Meta-organisational - being able to manage creative processes

Exploratory - being able to innovate

Deontological - knowing how to be



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17. Teaching Methodology

The learning methodology combines theoretical classes with the development of individual and group practical exercises in class, using research, selection and analysis of case studies, and the experimental use of tools to help develop advertising design processes applied to existing examples. It is understood that a methodology based on examination and experimentation allows students to build a broad frame of reference and effectively use their perceptions and discoveries in the conscious and creative process.

18. Course Unit Program

1. Advertising communication design
 - 1.1 Advertising: historical origins and fundamental notions;
 - 1.2 Dimensions of marketing and psychology in the relationship with different audiences and contexts;
 - 1.3 The role of design and art direction in the creative process and workflow in Advertising;
 - 1.4 Messages and visual languages of advertising communication design.
2. Brands and Identities in Advertising
 - 2.1 Visual Identity and Branding
 - 2.2 Brand values and its transversal and adaptable communication in different advertising media, technologies and formats.
3. Design as Storytelling
 - 3.1 Narrative, time and interactivity in the design of adverts and advertising campaigns.
 - 3.2 Design development tools: narrative arc, framing, storyboard.

19. Assessment Methods

Continuous assessment includes written tests on the theoretical content covered in class, as well as practical work carried out under the supervision of the lecturer through individual and group exercises, with specific instructions and assessment criteria focusing on the process undertaken in class, the quality of the work produced, and adherence to deadlines. In addition to these assessment elements, the following are included in the overall assessment of students' progress: attendance, participation, and final project.

20. Didactic Resources

Libraries
Audio-visual material
Internet

21. Sustainability Objectives

Although the aim of this module and the degree programme is to fulfil Goal 4 (quality education), the Design and Multimedia courses at UL-Lisbon are based on the understanding that design applied to communication and multimedia serves as a tool for the sustainable advancement of society in ethical, social and ecological terms, hence one of the overarching objectives of the teaching is to ensure that students are aware that their future as professionals must fulfil ALL 17 Sustainable Development Goals.



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22. Keywords

Communication Studies
Design
Advertising
Sustainability
Ethics



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23. Main Bibliography

Author(s): ALTSTIEL, T., e GROW, J. M.
Title: Advertising Creative: Strategy, Copy, and Design.
Edition: Year: 2012
Local:
Publisher: SAGE Publications
ISBN Code:

Author(s): JULIER, G.,
Title: The Culture of Design.
Edition: Year: 2013
Local:
Publisher: SAGE Publications
ISBN Code:

Author(s): LUPTON, E.
Title: Design is storytelling.
Edition: Year: 2017
Local:
Publisher: Cooper Hewitt Smithsonian Design Museum
ISBN Code:

24. Complementary Bibliography

Author(s): MAHON, N.
Title: Basics Advertising: Art Direction.
Edition: Year: 2010
Local:
Publisher: AVA Publishing
ISBN Code:

Author(s): RUÃO, T.
Title: Marcas e Identidades ? Guia da Concepção e gestão das marcas comerciais.
Edition: Year: 2006
Local:
Publisher: Campo das Letras.
ISBN Code:



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