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| <b>POLI</b><br>ESCOLA SUPERIOR<br>EDUCAÇÃO<br>COMUNICAÇÃO<br>DESPORTO<br><br><b>TÉCNICO</b><br><b>GUARDA</b> | <b>SUBJECT DESCRIPTION</b> | <b>MODELO</b><br>PED.012.03 |
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|                                                                                                                   |                                              |                                 |            |                     |              |   |
|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------|---------------------------------|------------|---------------------|--------------|---|
| <i>Course</i>                                                                                                     | <b>Communication and Public Relations</b>    |                                 |            |                     |              |   |
| <i>Subject</i>                                                                                                    | <b>Infographic Communication</b>             |                                 |            |                     |              |   |
| <i>Academic year</i>                                                                                              | 2023-2024                                    | <i>Curricular year</i>          | 3rd        | <i>Study period</i> | 2st semester |   |
| <i>Type of subject</i>                                                                                            | Compulsory                                   | <i>Student workload (H)</i>     | Total: 135 | Contact: 52.5       | <i>ECTS</i>  | 5 |
| <i>Professor(s)</i>                                                                                               | Maria de Fátima Bartolomeu da Cruz Gonçalves |                                 |            |                     |              |   |
| <input checked="" type="checkbox"/> <i>Area Coordinator</i><br><input type="checkbox"/> <i>Head of Department</i> |                                              | Joaquim Manuel Fernandes Brigas |            |                     |              |   |

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

Know the practices of visual journalism, its historical and technological evolution.

Distinguish and learn about the various types of infographics.

Promote critical thinking and self-reflection on the use of infographics in different media.

Articulate the knowledge acquired in solving concrete problems: application in a practical / functional.

### 2. PROGRAMME

1. Brief history of information visualization
2. Infographics: definitions and concepts
3. Infographic genres
4. Infographics as an autonomous journalistic genre
5. Infographic production process

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The programmatic content presented approach the characteristics of genres infographics contextualizing the concept of infographics in its practical application. They feature infographics as autonomous journalistic genre, providing students with skills to distinguish the various sorts of infographics. It is intended to promote a critical and self-reflection on the use of infographics in different media. In the end, the student should be able to articulate the knowledge gained in the solution of concrete problems.

### 4. MAIN BIBLIOGRAPHY

Bertin, J. (1999). *Sémiologie graphique. Les diagrammes - les reseaux. Les cartes* (3ª ed.). Paris: École Pratique des Hautes Études em Sciences Sociales.

Brigas, J. (2012). *Infografia das Guerras do Golfo e Iraque na Imprensa Ibérica*. Lisboa: Media XXI.

Brigas, J. e Gonçalves, F. (2023). *Práticas de Iniciação Científica. Comunicação Infográfica*. Guarda: Edições IMEDIALAB. ISBN 978-989-35046-0-4.

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Cairo, A. (2008). Infografia 2.0: visualización interactiva de información en prensa. Madrid: Alamut.

Chappé, J. (2005). L' Infographie de Presse. Paris: Victoires Édition.

De Pablos, J. (1999). Infoperiodismo: el periodista como creador de infografia. Madrid: Síntesis.

Fascara, J. (2004). Communication design: principles, method and practice. New York: Allworth Press.

Moreira, J. (2018). Manual de Infografia de Imprensa. Lisboa: Arranha-céus.

Pérez-Montoro, M. (2022). Comunicación visual de la información. Qué y cómo podemos narrar com datos. Rio de Janeiro: Instituto Brasileiro de Informação em Ciência e Tecnologia.

Ribeiro, S. (2008). Infografia de imprensa: história e análise ibérica comparada. Coimbra: Minerva.

Vizuete, J. e Marcet, J. (2003). Fundamentos de Periodismos Impreso. Barcelona: Editorial Ariel.

Ware, C. (2021). Information Visualization. Perception for design. Cambridge: Elsevier Inc.

## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The methodology below is based, in general, in practical work by students, conducted in workplaces classroom, based on working documents provided by the teacher. Practical classes will be preceded by theoretical expositions on activities to develop. Tutorials with practical problem solving.

Continuous assessment results from the sum of the classification given to active participation in the classroom (20%), a mini-test (30%) and the press infographics project (50%).

Regarding the exam periods (Normal and Resource) students must present the paper, which will count 50% of the final grade, on one of the two days prior to the evaluation date (Exam or Appeal Exam). The remaining 50% will be related to a theoretical-practical test lasting two hours on the exam date.

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The teaching methodology of the course allows the student to apply throughout the semester in a practical way the content covered. Seeks to motivate students to active learning of theoretical and practical knowledge through practical exercises that value interdisciplinary.

## 7. ATTENDANCE

Not applicable.

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## 8. CONTACTS AND OFFICE HOURS

Maria de Fátima Bartolomeu da Cruz Gonçalves | fgoncalves@ipg.pt | Office 1.11

Office hours: Wednesdays from 2:30 pm to 6:30 pm

## DATE

4th March 2024

## SIGNATURES

Area Coordinator of Communication, Advertising and Public  
Relations

(Coordinator Professor with Aggregation Joaquim Manuel Fernandes Brigas)

Professor

(Professor Maria de Fátima Bartolomeu da Cruz Gonçalves)