

<b>POLI</b> ESCOLA SUPERIOR TECNOLOGIA GESTÃO <b>TÉCNICO</b> <b>GUARDA</b>	<b>GUIA DE FUNCIONAMENTO DA UNIDADE CURRICULAR</b> (GFUC)	<b>MODELO</b> PED.008.03
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Curso	Design of Equipment							
Unidade curricular (UC)	Infographics							
Ano letivo	2023/2024	Ano	3	Período	1 semestre	ECTS	5	
Regime	Compulsory	Tempo de trabalho (horas)			Total: 140	Contacto: 45		
Docente(s)	Prof. Maurício Vieira							
<input type="checkbox"/> Responsável da UC ou	<input type="checkbox"/> Coordenador(a) Área/Grupo Disciplinar		Prof. Reinas André					
<input type="checkbox"/> Regente								
(cf. situação de cada Escola)								

## GFUC

### 1.LEARNING OBJECTIVES

To know about the key elements of the various types of visual information;

To acquire capacity for synthesis;

To articulate the image and the perceived value of the objects;

To dominate the easy transmission of visual information, tactile, olfactory, etc.

**2.PROGRAMME** Introduction to the fundamental concepts of aesthetics. Sensation and perception. Psychology of visual communication. The aesthetic experience, the aesthetic perception, the creative work, the role of technologies and the aesthetic fruition. History and theory of the Design of products. The Design of everyday life. Sign, signal, symbol, icon and index. Scales of iconicity. Significance and communication. The massification and personalization of industrial products.

### 3.COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

May be considered the main objective of the course introduction to the main current themes of actual Design in its approach to the user experience with the current communication products in its various aspects, the programmatic contents reflect this purpose

### 4.MAIN BIBLIOGRAPHY

Jan Mukarovsky, (1996) Escritos sobre Estética e Semiótica da Arte, Editorial Estampa, Lda.

SIMS,, Mitz (1991) Gráfica del Entorno, Barcelona, Ed. Gustravo Gili

Rocha, C. Sousa (1993), Panorâmica das Artes Gráficas II, Ed. Plátano Editor

Julian, F,(2005) Desenho para Designers Industriais, Ed. Estampa

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Urbano, Mário (2011) Fotografia Digital Editor: FCA – Editora Informática

## **5.TEACHING METHODOLOGIES (INCLUDING EVALUATION)**

The continuing evaluation in which the appointments of punctual evaluation should be booked according to the developed work, and with the teacher and the students.

The final evaluation of each work will be the addition of the punctual evaluation with the same during the classes.

The student who misses the punctual evaluation can do it on the following class, however the student will loose two values of the evaluation.

The final evaluation called "Frequency" will be of 25% of the final evaluation and will consist on a theoretical / practical exam or in a final or better presentation of all the proposed and made work during the semester.

Exams: It's not possible to make the subject neither by exam nor by an extra application exam. So the student should develop, show and justify the practical works during the semester, even being a worker student.

Classes characteristics and evaluation:

-Theoretical explanations followed by the discussion of the proposed issues. Analysis in group of practical problems.

- Practical individual works

- Continuing evaluation by developing practical works with the following level of importance:

- Practical individual works

- Continuing evaluation by developing practical works with the following level of importance: Research 30%, Project 40%, Justification of options 30%.

## **. 6.COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES**

In the case of a curricular unit area Design, the objectives are achieved through the presentation of concepts and definitions, solving practical exercises of real cases where possible. Students perform practical work according to some related topics to the program in its various forms and explore the taught contents.

## **7. Assiduity regime:**

By the pratical part of the subject, the student must assist the classes, so he can't miss more than 25% of the classes.

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The student with statute of worker student cannot be in all classes (so the previous rule is not applied). However, doubts should be taken with the professor when possible. Moreover the student must not miss both the ponctual evaluation of the previous appointed works, and the frequency of the all semester.

## 8. CONTACTS AND OFFICE HOURS

Maurício Manuel Gonçalves Vieira  
Rua António Sérgio 49 2 dto 6300 Guarda  
271213201  
964087816  
[mauriciovieira@ipg.pt](mailto:mauriciovieira@ipg.pt)

Date: Guarda, 28 /09 / 2023

Prof Maurício Vieira

