

## Programme Generic Goals

The course of Communication Design aims to prepare students, at various levels, to the correct conceptual and technical resolution of design projects.

In the current growth panorama of Communication Design interventions, both at the formal level and in the media involved, the blurring of boundaries between the various disciplines and increased commitment between design, society and citizenship, the student receives a comprehensive and flexible training, according to the European framework, in order to address the various scenarios in which the specialties of Communication Design have application, as well as cooperate with the various regional, national, and international entities. During the education process, the response capabilities of the students will be tested, at the creative level and personal expression, and it is intended to enhance the managing capacity of the currently available technologies for editing and producing communication objects.

### General Information

**CLASSES** are in Portuguese, with English support to International Students

#### ACADEMIC CALENDAR

FALL SEMESTER From end of September to mid-January

SPRING SEMESTER From end of February to mid-June

#### INTERNATIONAL STUDENTS INFO WEBPAGE

<https://www.ipportalegre.pt/pt/ipp/cooperacao-institucional/international-en-prov/>

#### CONTACTS

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#### SCHOOL OF TECHNOLOGY AND BUSINESS STUDIES (ESTG)

##### International Relations Office

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#### DESIGN FORMATIVE OFFER AT ESTG

**Multimedia Products Development**  
short cycle

**Design and Multimedia Animation**  
bachelor degree

**Communication Design**  
bachelor degree

**Digital Identity Design**  
master degree

## Programme Structure

### 1st YEAR / 1st SEMESTER **FALL**

CURRICULAR UNIT	CONTACT HRS	ECTS
Introduction to Communication Design	60	6
Drawing I	60	6
Desktop Publishing I	60	6
Photography	60	6
Typography	30	3
Contemporary Thought and Culture	30	3

### 2nd YEAR / 3rd SEMESTER **FALL**

CURRICULAR UNIT	CONTACT HRS	ECTS
Communication Design II	90	9
Drawing III	60	6
Desktop Publishing I	60	6
Screen Printing I	30	3
History of Contemporary Art	30	3
Communication Sociology (Elective)	30	3
Communication Psychology (Elective)	30	3

### 3rd YEAR / 5th SEMESTER **FALL**

CURRICULAR UNIT	CONTACT HRS	ECTS
Communication Design IV	60	6
Project I	60	6
Multimedia Production I	60	6
Graphic Production I	60	6
Sustainable Design	30	3
Illustration	30	3

### 1st YEAR / 2nd SEMESTER **SPRING**

CURRICULAR UNIT	CONTACT HRS	ECTS
Communication Design I	60	6
Visual Expression Techniques	60	6
Desktop Publishing II	60	6
Audiovisual Language and Technology I	60	6
Drawing II	30	3
Verbal and Non Verbal Communication Techniques	30	3

### 2nd YEAR / 4th SEMESTER **SPRING**

CURRICULAR UNIT	CONTACT HRS	ECTS
Communication Design III	90	9
Screen Printing II	60	6
Desktop Publishing IV	60	6
Ergonomy	30	3
Design History and Theory	30	3
Advertising Techniques	30	3

### 3rd YEAR / 6th SEMESTER **SPRING**

CURRICULAR UNIT	CONTACT HRS	ECTS
Communication Design V	60	6
Project II	60	6
Multimedia Production II	60	6
Graphic Production II	60	6
Environmental Graphic Design	30	3
Seminar	30	3