



# Polytechnic Institute of Viseu

## School of Technology and Management of Viseu

Course title	Graphic Design		
Scientific area	Informatics Engineering		
Teaching method	Mainly practical, supported by theoretical presentation of concepts and techniques		
Lecturers:	<b>Ana Catarina Sousa</b> <b>Valter Alves</b>	Language of instruction	English
ECTS	5	Semester	Spring
Hours per week	2	Hours per semester	26 TP
Objectives of the course	Develop literacy on visual language Apply design principles and techniques to communicate through visual graphics Use software tools to aid graphic design		
Entry requirements	-		
Course contents	Typography Colour Layout and composition Vector graphics Photography Image processing		
Assessment methods	Class attendance: 10%; Projects: 60%; Exam: 30%		
Additional information	-		
Recommended readings	<p>Ambrose, G., Harris, P. (2016) The Production Manual 2nd Revised edition. Fairchild Books</p> <p>Ang, T (2013) Digital Photography Masterclass, DK</p> <p>Dabner, D. (2017) Graphic design school. A foundation course for graphic designers working in print, moving image and digital media, 6ª ed., London: Thames &amp; Hudson.</p> <p>DK (2015) Digital Photography Complete Course, DK</p> <p>Faulkner, A., Chavez, C. (2015) Adobe Photoshop CC Classroom in a Book, Adobe Press</p> <p>Garret, J., Harris, G. (2008) Collins Complete Photography Course, Collins</p> <p>Lidwell, W., Holden, K., &amp; Butler, J. (2010). Universal Principles of Design (Revised ed.). Rockport Publishers Inc.</p> <p>Lupton, E. (2015) Graphic design: the new basics, New York: Princeton Architectural Press.</p> <p>Lupton, E. (2010) Thinking with Type, Second Revised and Expanded Edition: Princeton Architectural Press.</p> <p>Muller-Brockman, J. (2017) Sistemas de retículas: Un manual para diseñadores gráficos, 3ª ed., Barcelona: Gustavo Gili.</p> <p>Pipes, A. (2011) Production for graphic designers, London: Laurence King Publishing.</p> <p>Snider, L. (2016) Adobe Lightroom and Photoshop CC for Photographers Classroom in a Book, Adobe Press</p> <p>Wilkinson, P., Plater, S. (2015) Mastering Portrait Photography, Ammonite Press</p> <p>Williams, R. (2015) The non-designer's design book: design and typographic principles for the visual novice, 4ª ed., San Francisco: Peachpit Press.</p> <p>Wood, B (2015) Adobe Illustrator CC Classroom in a Book, Adobe Press</p>		