

ECTS Information Package: Degree Programme

Master's degree in

EDITORIAL DESIGN

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A - General Description

Programme Title - Mestrado em Design Editorial

Qualification awarded - Master's degree in Editorial Design

Level of qualification - Second-cycle degree, EQF Level 7; ISCED Level 5

Specific admission requirements

General

According to the Portuguese Law, the following candidates are eligible for entry to the course of study leading to the *Mestre* degree:

- Holders of a *licenciado* degree or legally equivalent corresponding to the first cycle of higher education;
- Holders of a foreign higher degree awarded on completion of a first-cycle programme organised in the framework of the Bologna Process;
- Holders of a foreign higher degree which is deemed by the Technical-Scientific Committee of ESTT-IPT to meet the requirements of a *licenciado* degree.
- Holders of an academic, scientific or professional curriculum which is deemed by the Technical/Scientific Committee of ESTT-IPT as appropriate to access the programme.

Specific

The students who have completed the BSc degree (licenciatura) in Design and Graphic Arts Technology are eligible for direct entry in the master's program in Editorial Design offered by ESTT in the immediately preceding academic year are eligible for direct entry in the master's degree in Editorial Design.

Without prejudice to the general entry requirements, the following candidates are accepted for entry in the master's degree in Editorial Design subject to admission quotas:

1. Holders of the BSc degree in Design and Graphic Arts Technology or the BSc in Technology and Graphic Arts completed in ESTT in previous years;
2. Holders of a BSc degree (Licenciatura) or equivalent completed in any IPT School or in another national higher education institution in the areas of Graphic Design or Communication, Graphic Technologies, Multimedia, Information Technologies and Communication, Arts and others;
3. Holders of a foreign higher degree in one of the abovementioned areas awarded upon completion of a first-cycle program organised by a foreign country in the framework of the Bologna Process in the areas mentioned in paragraph 2;
4. Holders of a foreign higher degree in one of the areas mentioned in 2 which is deemed to meet the requirements of a licenciado degree by the Scientific-Technical Committee;
5. Holders of a bacharel degree in abovementioned areas and whose scientific and professional curriculum is deemed by the Scientific-Technical Committee as appropriate to access this course of study.
6. Individuals holding an academic, scientific or professional curriculum which is deemed by the Scientific-Technical Committee to be appropriate to access this course of study.

Specific arrangements for recognition of prior learning (formal, non-formal and informal)

General

Granting of credits from prior learning is regulated by the Portuguese Law taking into account the level of credits and the field of study where they have been earned and is subject to the recognition of ESTT-IPT Technical/Scientific Committee.

- Training undertaken in the context of other higher education programmes of study from national or foreign HE establishments or organised in the framework of the Bologna Process or other prior learning can be credited towards the present programme of study;
- Credits earned from postgraduate studies can also be credited towards this programme of study;
- Professional experience or other training, different from the abovementioned ones, can also be credited towards this programme of study.

Specific

Not applicable.

Qualification requirements and regulations:

The master's degrees are regulated by Portuguese Law and applicable program regulations established by the School of Technology-IPT.

In order to complete the master's degree it is necessary to accumulate 120 ECTS credits distributed throughout 4 curricular semesters as according to the course curriculum.

Each ECTS credit corresponds to 27 hours of work.

Profile of the program:

The cycle of studies leading to a Master's degree in Editorial Design aims to provide/deepen conceptual, strategic and technical knowledge in the multidisciplinary field of editorial design. It also aims to promote the acquisition/development of varied skills: editorial, creative, experimentalism, planning and teamwork, with a view to integrate the student into the national and international job market.

Key learning outcomes:

Holders of the master's degree in Editorial Design are expected to have acquired a wide range of skills namely:

Academic Skills:

- organise and implement a methodology for editorial projects;
- use, in a structured manner, the several levels of information present in an editorial project;
- organise coherent, structured information based on multiple complex-data platforms trying to achieve a balance between function and form, decodable interface and communicative expression;
- develop an experimentalist posture and practices that will allow individual and original approaches in design and editorial projects;
- implement internationalisation initiatives;
- promote innovation in the editorial market sector;

Instrumental Skills:

- use appropriate, state-of-the-art technological tools in order to effectively meet the demands of the editorial design professional area;
- have a good command of editorial processes and techniques.

Interpersonal Skills:

- develop interpersonal relationships that will allow them to work as part of a team;
- be able to join an editorial planning and organisation unit;
- develop leadership and cooperation projects;

Systemic Skills:

- develop self-learning strategies that will help them to progress in their future professions;
- have a global view of the editorial sector and the strategies that can be implemented;
- develop technical and creative thinking and the ability to innovate and create new knowledge.

Occupational profiles of graduates with examples:

Holders of the master's degree in Editorial Design are prepared to perform as:

- Editorial Designer
- Art Director
- Graphic Designer
- Multimedia Designer

in Publishing Houses, Magazines, Newspapers, Editorial Groups and other media; Design Studios, Advertising Agencies and Communication Companies; as freelancers.

Access to further studies:

The master's degree in Editorial Design may give access to third-cycle programs in this field according to applicable admission regulations.

Course structure diagram with credits

Course Title	Year	Semester	Credits
Book Design	1	S1	8
Desktop Publishing	1	S1	5
Discourse of the Media	1	S1	6
eBooks	1	S1	6
Typography	1	S1	5
Digital Periodical Publications	1	S2	5
History of Publishing	1	S2	4
Infographics	1	S2	6
Periodical Publication Design	1	S2	10
Photo Editing and Finishing	1	S2	5
Internship, Project or Dissertation	2	A	60
op: Dissertation	2	A	
op: Internship/Placement	2	A	
op: Project	2	A	

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

Examination regulations, assessment and grading

General

Assessment of course units complies with the Academic Regulations in force at ESTT-IPT, except for the Dissertation, Project and Internship, to which apply the provisions set out in the regulations for the master's degrees offered by the ESTT-IPT.

- Dissertation, Project and Internship have only two assessment seasons and the students are free to choose only one.
- The assessment calendar for the Dissertation, Project and Internship is proposed by the Programme Coordinating Committee to the Technical/Scientific Committee at the beginning of each academic year.
- The general grade improvement scheme does not apply to the Dissertation, Project and Internship.

The overall grade of the master's programme is the arithmetic weighted average rounded off to the ones of the number of ECTS credits and the grades of the course units that form part of the programme of study.

The 10-20 mark expressed on a 0-20 scale is converted into its equivalent in the European grading scale with the awards Satisfactory, Good, Very Good or Excellent.

Specific

Not applicable.

Graduation requirements:

Completion of this course of study requires a pass in all its constituent modules, including the public defence of work project, dissertation or internship report so as to gain a total of 120 accumulated ECTS credits in accordance with general and specific assessment regulations.

Mode of study:

Full-time.

Program director or equivalente

Director: Luis Filipe Cunha Moreira

Erasmus coordinator: Isabel Maria da Cruz Ferreira

ECTS coordinator: Isabel Maria da Cruz Ferreira

B - Description of individual course units

Course unit title	Book Design
Course unit code	308129
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	8
Name of Lecturer(s)	Luis Filipe Cunha Moreira
Learning outcomes of the course unit	1. develop a book design project fitted to its content; 2. design the graphic layout for a collection; 3. be familiar with the specificities of the production flow of a book; 4. create an original approach to book design.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. Formats; 2. Cover Design (collections and one of a kind); 3 Grids and content; 4. The parts of a book; 5. Hierarchies of information; 6. Multilingual Books; 7. text and iconography; 8. Techniques for page layout; 9 Indexes; 10. Professionals working for a book; 11. Final Project: Designing a book
Recommended or required Reading	<ul style="list-style-type: none"> - Haslam, A.(2006). <i>Book Design</i>. Londres: Laurence King Publishing - Kinross, R. e Hochuli, J. (2003). <i>Designing books: practice and theory</i>. Londres: Hyphen Press - Birdsall, D.(2004). <i>Notes on Book Design</i>. New Haven, USA: Yale University Press - Tondreau, B.(2009). <i>Layout Design: 100 Design Principles for Building Grids</i>. Beverly, USA: Rockport Publishers
Planned learning activities and teaching methods	1. Lectures supported by datashow; 2.Practical lessons including practical exercises; 3.Preparation of book design projects with guidance.
Assessment Methods and criteria	1. Continuous assessment including project preparation (30% of the final grade); 2. Summative evaluation of two book design projects (70% of the final grade).
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Desktop Publishing
Course unit code	308125
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luis Filipe Cunha Moreira
Learning outcomes of the course unit	Know how to: 1.Build DTP files according to the professional criteria; 2. Produce perfect artwork; 3. Make full use of desktop publishing software to ensure a degree of excellence in the execution of editorial projects.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1.footnotes; 2.open type fonts and optical sizes; 3.nested styles; 4.tables and table styles; 5.H&J editing; 6. grids complexity; 7. "book" functionality; 8. TOC; 9. Indexes; 10. art-work; 11: PDF for print.
Recommended or required Reading	- Kvern, O.(2012). <i>Real World Adobe InDesign CS6</i> . Berkeley, USA: Peachpit Press - Moreira, L.(0). <i>Tutoriais InDesignCS4</i> .Acedido em3 de julho de 2014 em https://dl.dropboxusercontent.com/u/6934599/videos_indesign_avancado.zip
Planned learning activities and teaching methods	1.Lectures supported by datashow; 2. Practical lessons including practical exercises; 3. Preparation of a final book design project.
Assessment Methods and criteria	Assessment includes practical exercises, final digital files used in the preparation of the book design projects (final classification is the weighted average of all assessment components).
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Discourse of the Media
Course unit code	30816
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Hália Filipa da Costa Santos
Learning outcomes of the course unit	An overview of the Portuguese media (property, editorial guidelines, audiences, missions and professional constraints). The discourse of the media(written texts, use of photos, editorial options and ethics)
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1. The goals and power of the media 2. Journalistic discourse 3. The identity publications 4. Photojournalism and editorial design 5. Different approaches to the discourse of the media 6. Critical analysis and reflection
Recommended or required Reading	<ul style="list-style-type: none"> - Charaudeau, P.(2006). <i>Discurso das Mídias</i>. São Paulo: Editora Contexto - Rebelo, J.(2000). <i>O discurso do jornal</i>. Lisboa: Editorial Contexto - Fairclough, N.(1995). <i>Media Discourse</i>. London: Arnold - Kress, G. e Leeuwen, T. (2001). <i>Multimodal Discourse</i>. London: Arnold
Planned learning activities and teaching methods	Presentation of the theoretical contents supported by datashow resources. Analysis of academic papers. Analysis of media outputs. Organization of debates in the classroom. Students projects presentation and discussion.
Assessment Methods and criteria	Paper/project with a critical and original approach of one of the topics of the programme with results presented in class. Alternatively, students may opt for a written test.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	eBooks
Course unit code	308124
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Ana Isabel e Sousa do Carmo
Learning outcomes of the course unit	1.Recognize the potential of digital publishing 2.Understand and distinguish different eBook formats 3.Know the main categories of apps and eReaders devices 4.Edit and format ebooks 5.Develop an editorial design project for an ebook
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Adobe InDesign knowledge
Recommended optional programme components	Not applicable
Course contentes	1.Print Publishing vs. Digital Publishing 2.Digital Publishing Overview – case study analysis 3.What is an eBook 4.eBook file formats 5.The main categories of apps and eReaders devices 6.Creating dynamic and interactive PDF and SWF files (Adobe InDesign) 7.Creating EPUB files (Adobe InDesign)
Recommended or required Reading	<ul style="list-style-type: none"> - Burke, P.(2013). <i>ePublishing with InDesign CS6: Design and produce digital publications for tablets, ereaders, smartphones, and more</i>. EUA: John Wiley & Sons, Inc. - CASTRO, E.(2011). <i>EPUB Straight to the Point: Creating ebooks for the Apple iPad and other ereaders</i>. Berkeley (EUA): Peachpit Press - Cohen, S. e Diane, B. (2013). <i>Digital Publishing with Adobe InDesign CS6</i>. Berkeley (EUA): Peachpit
Planned learning activities and teaching methods	1.Lectures and demos supported by datashow. 2.Tutorials including problem solving. 3. Project development
Assessment Methods and criteria	Continuous and final assessment.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Typography
Course unit code	30812
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Fernando Manuel Craveiro Coelho
Learning outcomes of the course unit	The students should get familiar with: 1. The main role of typography in graphic design. 2. Recognise the most important typefaces. 3. Learn how to choose and use typography properly; 4. Design modular fonts.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Basics of graphic design and typography
Recommended optional programme componentes	Not applicable
Course contents	1. Calligraphy and typography across time; 2. Reading and legibility; 3. Typographic analysis; 4. Typefaces designers; 5. Digital typography and modular typefaces design.
Recommended or required Reading	<ul style="list-style-type: none"> - BRINGHURST, R.(1997). <i>The Elements of Typographic Style</i>. Vancouver: Hartley & Marks - LUPTON, E.(2006). <i>Pensar com tipos</i>. São Paulo: Cosac Naify - MCLEAN, R.(1996). <i>The Thames and Hudson manual of typography</i>. London: Thames and Hudson - SPENCER, H.(2004). <i>Pioneers of Modern Typography</i>. Hampshire: Lund Humphries
Planned learning activities and teaching methods	1. Lectures using datashow presentations; 2. Tutorials based on project files with guidance and follow up; 3. Development of typographic design projects.
Assessment Methods and criteria	Continuous and final assessment of portfolio including the different projects carried out by the student across the semester.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Digital Periodical Publications
Course unit code	308128
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Ana Isabel e Sousa do Carmo
Learning outcomes of the course unit	1. Recognize the potential of mobile devices in digital publishing 2. Be familiar with the digital publishing workflow 3. Edit and format contents designed for tablets 4. Develop an editorial design project for tablets
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Adobe InDesign knowledge
Recommended optional programme components	Not applicable
Course contentes	1. Print Publishing vs. Digital Publishing; 2. The different tools and platforms available; 3. Best practices and guidelines for digital publishing design; 4. Digital Publishing Workflow; 5. Creating digital publications; 6. Document properties; 7. Interactive overlays; 8. Working with Articles and Folios (properties, management, sharing and publishing)
Recommended or required Reading	<ul style="list-style-type: none"> - Bringhurst, B. e Kvern, O. e Blatner, D. (2012). <i>Real World Adobe InDesign CS6</i>. Berkeley (EUA): Peachpit - Burke, P.(2013). <i>ePublishing with InDesign CS6: Design and produce digital publications for tablets, ereaders, smartphones, and more</i>. Indianapolis (EUA): John Wiley & Sons - Cohen, S. e Burns, D. (2013). <i>Digital Publishing with Adobe InDesign CS6</i>. Berkeley (EUA): Peachpit
Planned learning activities and teaching methods	1.Lectures and demos supported by datashow 2.Tutorials including problem solving. 3.Development of an editorial design project for tablets
Assessment Methods and criteria	Continuous and final assessment.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	History of Publishing
Course unit code	308120
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Maria João Bom Mendes dos Santos
Learning outcomes of the course unit	1. The students will acquire and expand their knowledge of the history of book and publishing. 2. They should recognise the different phases of the history of book and publishing.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1. History of prehistoric, historic and contemporary books; 2. History of periodical publications; 3. History of Portuguese editorial design.
Recommended or required Reading	- Anselmo, A.(1991). <i>História da edição em Portugal</i> . Porto: Lello Editores - Beja, R.(2012). <i>A edição em Portugal (1970-2010). Percursos e perspectivas</i> . Lisboa: APEL - Escolar, H.(1993). <i>História universal del libro</i> . Madrid: Fund. G. S. Ruipérez
Planned learning activities and teaching methods	1. Lectures supported by audio-visual and on-line resources. 2. Text analysis and discussion
Assessment Methods and criteria	Assessment: A 15-page essay (written research work on a scientific journal of the student's choice) including oral presentation. Oral presentations: 60% and written essay: 40%.
Language of Instruction	Portuguese Mentoring in Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Infographics
Course unit code	308127
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Mário Miguel Jesus Carvalho
Learning outcomes of the course unit	1. know and distinguish the different types of diagrams; 2. interpret complex data, building a comprehensive infography 3. adapt infographics to the graphic rules of a publication; 4. use appropriate computer applications
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. Information Design and Infographics; 2. Areas of action and object; 3. Infographics in various media of editorial design; 4 Tools; 5. Features for computer implementation of infographics; 6. Visual information and its relationship with knowledge; 7. Strategies for diagrams in everyday situations; 8. Design methodology ; 9. Adjustments to the design of a publication.
Recommended or required Reading	<ul style="list-style-type: none"> - Mijksenaar, P.(1997). <i>Visual Function: An Introduction to Information Design</i>. Rotterdam: 010 Publishers - Tufte, E.(1988). <i>The Visual Display of Quantitative Information</i>. Cheshire: Graphics Press - Brenda, L.(2003). <i>Design Research: Methods and Perspectives</i>. London/Massachusetts: MIT Press - Wildbur, P.(1989). <i>Information graphics</i>. Nova Iorque: Van Nostrand Reinhold Co.
Planned learning activities and teaching methods	1. Theoretical lessons supported by datashow resources; 2. Practical lessons including practical exercises
Assessment Methods and criteria	1. Continuous assessment of project preparation; 2. Final assessment of project results (final grade is the weighted average of both assessment components).
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Periodical Publication Design
Course unit code	30818
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	10
Name of Lecturer(s)	Fernando Manuel Craveiro Coelho
Learning outcomes of the course unit	1. Design a magazine and a newspaper attending to the specific needs of its content, legibility and readability flows; 2. Design all the different parts of a magazine and of a newspaper trying to maintain consistency throughout the publication.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Fundamentals of Adobe Indesign
Recommended optional programme componentes	Not applicable
Course contentes	1. Magazine formats and suitability to their function; typologies; parts of a magazine; magazine cover design; 2. Newspaper formats and suitability to their function; parts of a newspaper; frontpage design; layout rules. 3. Text and images; not following the rules efficiently.
Recommended or required Reading	- HARROWER, T.(2007). <i>The Newspaper Design Handbook</i> . USA: McGraw-Hill - SAMARA, T.(2007). <i>Grid: construção e desconstrução</i> . São Paulo: Cosa Naify - HELLER, S.(2003). <i>Merz to Emigre</i> . New York: Phaidon Press - LESLIE, J.(2003). <i>Nuevo diseño de revistas</i> . Barcelona: Editorial Gustavo Gili
Planned learning activities and teaching methods	1. Lectures supported by datashow; 2. Mentoring and follow-up of students' article layouts; 3. Graphic design projects of periodicals.
Assessment Methods and criteria	Continuous and final assessment of projects: 80%. Active participation in class: 20 %. Final grade is the weighted average of both assessment components.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Photo Editing and Finishing
Course unit code	308126
Type of course unit	Compulsory
Level of Course unit	Second Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luis Filipe Cunha Moreira
Learning outcomes of the course unit	1 Handle and manipulate images to suit the type of publication and their own technical characteristics; 2 Distinguish quality images aesthetically, functionally and technically; 3 Know how to select the most appropriate images for a publication.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1 Analysis of different types of images in several types of publications; 2 The elements of digital photography; 3 Types of image for editorial projects; 4 Resolution and definition; 5 Image correction; 6 Image finishing.
Recommended or required Reading	- Harris, P. e Ambrose, G. (2005). <i>Image</i> . Lausanne: AVA Publishing SA - Kelby, S.(2005). <i>The Digital Photography Book</i> . Berkeley: Peach Pit - Kelby, S.(2006). <i>The Photoshop Channels Book</i> . Berkeley: Peach Pit - Hedgecoe, J.(2005). <i>The Book of Photography</i> . Essex: DK Publishing
Planned learning activities and teaching methods	1 Lectures supported by datashow; 2 Practical exercises including image treatment and manipulation.
Assessment Methods and criteria	A final project work that demonstrates students' command of the skills and concepts being assessed.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Dissertation
Course unit code	308122
Type of course unit	Optional
Level of Course unit	Second Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Annual
Number of ECTS credits allocated	60
Name of Lecturer(s)	Lecturer to be selected based on the students choice of topic.
Learning outcomes of the course unit	Students should be able to implement methods for the definition and development of a research project on a topic of their choice from the area of editorial design.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	Preparation of an essay on an editorial design related topic.
Recommended or required Reading	
Planned learning activities and teaching methods	Individual supervised work.
Assessment Methods and criteria	Assessment in two stages: Progress Report and Public Discussion.
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Internship/Placement
Course unit code	308121
Type of course unit	Optional
Level of Course unit	Second Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Annual
Number of ECTS credits allocated	60
Name of Lecturer(s)	Lecturer to be selected based on the students choice of topic.
Learning outcomes of the course unit	The students should be able to implement methods to define, structure and develop productive, experimental and research activities in the area of editorial design in the industrial environment.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	Placement in a graphic company/organisation with preliminary and final reports.
Recommended or required Reading	
Planned learning activities and teaching methods	Individual supervised work.
Assessment Methods and criteria	Assessment in two stages: Progress Report and public discussion.
Language of Instruction	Portuguese
Work placement(s)	Placement to be done in publishing industries, magazines, newspapers, design studios, publishing companies or edition departments.

B - Description of individual course units

Course unit title	Project
Course unit code	308123
Type of course unit	Optional
Level of Course unit	Second Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Annual
Number of ECTS credits allocated	60
Name of Lecturer(s)	Lecturer to be selected based on the students choice of topic.
Learning outcomes of the course unit	The students should be able to implement appropriate methodology to define, structure and develop a project selected within the area of editorial design.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	Preparation of an original project related with editorial design, as well as the relevant report.
Recommended or required Reading	
Planned learning activities and teaching methods	Individual supervised work.
Assessment Methods and criteria	Assessment has two components: Progress Report and Public Discussion.
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

