

ECTS Information Package: Degree Programme

Master's degree in

# EDITORIAL DESIGN

*[www.gri.ipt.pt](http://www.gri.ipt.pt)*

# 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
eBooks	1	S1	6
Media Discourse	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

(\*) 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: Regina Aparecida Delfino

Erasmus coordinator: Regina Aparecida Delfino

ECTS coordinator: Hália Filipa da Costa Santos

## B - Description of individual course units

<b>Course unit title</b>	Book Design
<b>Course unit code</b>	308129
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	First Semester
<b>Number of ECTS credits allocated</b>	8
<b>Name of Lecturer(s)</b>	Docente a contratar 08 UD-ADC (2019/20)
<b>Learning outcomes of the course unit</b>	1. Design the graphic layout for a collection 2. Be familiar with the specificities of the production flow of a book 3. Create an original approach to book design 4. Develop a book design project fitted to its content
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable
<b>Recommended optional programme components</b>	Not applicable
<b>Course contents</b>	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. Projects: Designing two books
<b>Recommended or required Reading</b>	<ul style="list-style-type: none"> <li>- Haslam, A.(2006). <i>Book Design</i>. Londres: Laurence King Publishing</li> <li>- Kinross, R. e Hochuli, J. (2003). <i>Designing books: practice and theory</i>. Londres: Hyphen Press</li> <li>- Birdsall, D.(2004). <i>Notes on Book Design</i>. New Haven, USA: Yale University Press</li> <li>- Tondreau, B.(2009). <i>Layout Design: 100 Design Principles for Building Grids</i>. Beverly, USA: Rockport Publishers</li> </ul>
<b>Planned learning activities and teaching methods</b>	1. Lectures supported by datashow 2. Practical lessons including practical exercises 3. Preparation of book design projects with guidance.
<b>Assessment Methods and criteria</b>	Frequency and Exam evaluation: presentation of two projects (worth 50% each).
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in English</b>
<b>Work placement(s)</b>	Not applicable

## B - Description of individual course units

<b>Course unit title</b>	Desktop Publishing
<b>Course unit code</b>	308125
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	First Semester
<b>Number of ECTS credits allocated</b>	5
<b>Name of Lecturer(s)</b>	Ana Isabel e Sousa do Carmo
<b>Learning outcomes of the course unit</b>	1. Create documents and apply the correct settings for different types of editorial projects. 2. Use as software capabilities to ensure a degree of excellence in the execution of complex editorial projects. 3. Produce art-works suitable for the printing process.
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable
<b>Recommended optional programme components</b>	Not applicable
<b>Course contents</b>	1. Software management and customization. 2. Layout setup 3. Saving and exporting documents 4. Text and typography 5. Working with objects 6. Fill and stroke 7. Graphics 8. Tables 9. Long documents 10. Art-work and printing 11. Automation
<b>Recommended or required Reading</b>	<ul style="list-style-type: none"> <li>- Kvern, O.(2013). <i>Real World Adobe InDesign CC</i>. Berkeley, USA: Peachpit Press</li> <li>- Kordes Anton, K. e DeJarld, T. (2018). <i>Adobe InDesign CC Classroom in a Book (2019 Release)</i>. EUA: Adobe Press</li> <li>- Gordon, J. e Schwartz, R. e Chavez, C. (2018). <i>Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation</i>. EUA: Adobe Press</li> <li>(0). <i>Adobe InDesign CC Help</i>.Acedido em2 de fevereiro de 2018 em <a href="https://helpx.adobe.com/pdf/indesign_reference.pdf">https://helpx.adobe.com/pdf/indesign_reference.pdf</a></li> </ul>
<b>Planned learning activities and teaching methods</b>	1. Lectures and demos supported by datashow. 2. Tutorials including problem solving. 3. Book art-work development.
<b>Assessment Methods and criteria</b>	Frequency and Exam evaluation: presentation of a book art-work files.
<b>Language of Instruction</b>	Portuguese
<b>Work placement(s)</b>	Not applicable

## B - Description of individual course units

<b>Course unit title</b>	eBooks
<b>Course unit code</b>	308124
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	First Semester
<b>Number of ECTS credits allocated</b>	6
<b>Name of Lecturer(s)</b>	Ana Isabel e Sousa do Carmo
<b>Learning outcomes of the course unit</b>	1. Understand the potential of new media / digital publishing media 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
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable
<b>Recommended optional programme components</b>	Not applicable
<b>Course contents</b>	1. Print publishing vs. digital publishing 2. Digital Publishing Overview 3. What is an eBook 4. eBook file formats 5. The main categories of apps and eReaders devices 6. Creating dynamic and interactive files (Adobe InDesign) 7. Creating EPUB files (Adobe InDesign)
<b>Recommended or required Reading</b>	<ul style="list-style-type: none"> <li>- Burke, P.(2013). <i>ePublishing with InDesign CS6: Design and produce digital publications for tablets, ereaders, smartphones, and more</i>. EUA: John Wiley &amp; Sons, Inc.</li> <li>- Castro, E.(2011). <i>EPUB Straight to the Point: Creating ebooks for the Apple iPad and other ereaders</i>. Berkeley (EUA): Peachpit Press</li> <li>- Diane, B. e Cohen, S. (2014). <i>Digital Publishing with Adobe InDesign CC: Moving Beyond Print to Digital</i>. EUA: Adobe Press</li> </ul>
<b>Planned learning activities and teaching methods</b>	1. Lectures and demos supported by datashow 2. Tutorials including problem solving 3. Project development
<b>Assessment Methods and criteria</b>	Frequency and Exam evaluation: presentation of one ebook project.
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in English</b>
<b>Work placement(s)</b>	Not applicable

## B - Description of individual course units

<b>Course unit title</b>	Media Discourse
<b>Course unit code</b>	30816
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	First Semester
<b>Number of ECTS credits allocated</b>	6
<b>Name of Lecturer(s)</b>	Hália Filipa da Costa Santos
<b>Learning outcomes of the course unit</b>	An overview of the Portuguese media (property, editorial guidelines, audiences, missions and professional constraints).
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable.
<b>Recommended optional programme components</b>	Not applicable.
<b>Course contents</b>	1. The goals and power of the media 2. Journalistic discourse 3. The identity publications 4. Photojournalism and editorial design 5. Different approaches to Media Discourse
<b>Recommended or required Reading</b>	<ul style="list-style-type: none"> <li>- Kress, G.(2001). <i>Multimodal Discourse</i>. London: Arnold</li> <li>- Bell, A.(2001). <i>Multimodal Discourse</i>. Oxford: Blackwell</li> <li>- Charaudeau, P.(2006). <i>Discurso das Mídias</i>. São Paulo: Contexto</li> <li>- Rebelo, J.(2000). <i>O Discurso do Jornal</i>. Lisboa: Notícias Editorial</li> </ul>
<b>Planned learning activities and teaching methods</b>	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.
<b>Assessment Methods and criteria</b>	In continuous evaluation, students will present a 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. In both exams, students will be evaluated through a written test.
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in English</b>
<b>Work placement(s)</b>	Not applicable.

## B - Description of individual course units

<b>Course unit title</b>	Typography
<b>Course unit code</b>	30812
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	First Semester
<b>Number of ECTS credits allocated</b>	5
<b>Name of Lecturer(s)</b>	Regina Aparecida Delfino
<b>Learning outcomes of the course unit</b>	1. Understand 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.
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable
<b>Recommended optional programme components</b>	Not applicable
<b>Course contents</b>	1. Calligraphy and typography across time; 2. Reading and legibility; 3. Typographic analysis; 4. Typefaces designers; 5. Digital typography and modular typefaces design.
<b>Recommended or required Reading</b>	<ul style="list-style-type: none"> <li>- Bringhurst, R.(1997). <i>The Elements of Typographic Style</i>. Vancouver: Hartley &amp; Marks</li> <li>- Cheng, K.(2006). <i>Designing Type</i>. Londres: Laurence King Publishing</li> <li>- Baines, P. e Haslam, A. (2002). <i>Type and Typography</i>. Londres: Laurence King Publishing</li> <li>- Henestrosa, C. e Meseguer, L. e Scaglione, J. (2012). <i>Como criar tipos: do esboço à tela</i>. Brasil: Estereográfica</li> <li>- Binns, B.(1989). <i>Better Type</i>. (Vol. 1). New York: Roundtable Press Book</li> <li>- Blackwell, L.(1993). <i>La tipografía del siglo XX</i>. (Vol. 1). Barcelona: Editorial Gustavo Gili</li> </ul>
<b>Planned learning activities and teaching methods</b>	1. Lectures using datashow presentations; 2. Tutorials based on project files with guidance and follow up; 3. Development of typographic design projects.
<b>Assessment Methods and criteria</b>	Frequency and Exam consists of the presentation of the projects and their weighting: 1. Bussins card + Calligraphy (30%) 2. Text Composition + Typographic Cover (30%) 3. Typeface design + Poster about typeface (40%)
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in English</b>
<b>Work placement(s)</b>	Not applicable

## B - Description of individual course units

<b>Course unit title</b>	Digital Periodical Publications
<b>Course unit code</b>	308128
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	Second Semester
<b>Number of ECTS credits allocated</b>	5
<b>Name of Lecturer(s)</b>	Ana Isabel e Sousa do Carmo
<b>Learning outcomes of the course unit</b>	1. Identify the potential of mobile devices in digital publishing 2. Edit and format editorial content to digital media; 3. Develop an editorial design project for mobile devices.
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable
<b>Recommended optional programme components</b>	Not applicable
<b>Course contentes</b>	1. Print Publishing vs. Digital Publishing; 2. The different tools and platforms available; 3. Best practices and guidelines for digital publishing design; 4. Creating digital publications;
<b>Recommended or required Reading</b>	- Cohen, S. e Burns, D. (2013). <i>Digital Publishing with Adobe InDesign CS6</i> . Berkeley (EUA): Peachpit - Apfelbaum, S. e Cezzar, J. (2014). <i>Designing The Editorial Experience</i> . Beverly (EUA): Rokport Publishers - Zappaterra, Y. e Caldwell, C. (2014). <i>Editorial Design: Digital &amp; Print</i> . Londres (RU): Laurence King Publishing - Lupton, E.(2014). <i>Type on Screen</i> . Nova Iorque (EUA): PRINCETON ARCHITECTURAL PRESS
<b>Planned learning activities and teaching methods</b>	1. Lectures and demos supported by datashow 2. Tutorials including problem solving. 3. Development of an editorial design project for tablets
<b>Assessment Methods and criteria</b>	Frequency and Exam evaluation: presentation of digital publication project.
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in English</b>
<b>Work placement(s)</b>	Not applicable

## B - Description of individual course units

<b>Course unit title</b>	History of Publishing
<b>Course unit code</b>	308120
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	Second Semester
<b>Number of ECTS credits allocated</b>	4
<b>Name of Lecturer(s)</b>	
<b>Learning outcomes of the course unit</b>	1. To acquire knowledge of the history of book and publishing; 2. To recognise the different phases of the history of book and publishing.
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable.
<b>Recommended optional programme components</b>	Not applicable.
<b>Course contents</b>	1. The pre-historic paintings and engravings; 2. The first written; 3. The phonetic writings; 4. The alphabet in Western Europe; 5. The medieval manuscripts; 6. The invention of the printing press and your diffusion; 7. The golden period of the French book (21st century. XVI); 8. The printed book in the 17th, 18th, 19th, and 20th.
<b>Recommended or required Reading</b>	<ul style="list-style-type: none"> <li>- Anselmo, A.(1991). <i>História da edição em Portugal</i>. Porto: Lello Editores</li> <li>- Beja, R.(2012). <i>A edição em Portugal (1970-2010). Percursos e perspectivas</i>. Lisboa: APEL</li> <li>- Escolar, H.(1993). <i>História universal del libro</i>. Madrid: Fund. G. S. Ruipérez</li> <li>- Febvre, L.(2000). <i>O aparecimento do livro</i>. Lisboa: Fundação Calouste Gulbenkian</li> </ul>
<b>Planned learning activities and teaching methods</b>	1. Lectures supported by audio-visual and on-line resources. 2. Text analysis and discussion.
<b>Assessment Methods and criteria</b>	The final assessment in time or frequency of tests results from the following weighting: Written essay 40%; Research work 50% + their oral presentations (10%) The work will consist of a little research on a topic related with the material given in class and also three synthetic oral presentations (with final weight of 10% of the final grade), of which only dismissed workers-students. Case workers-students have not performed this work during the semester, they will have to deliver and present orally on the day of the examination (worth 60% procedure on final note).
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in Portuguese</b>
<b>Work placement(s)</b>	Not applicable.

## B - Description of individual course units

<b>Course unit title</b>	Infographics
<b>Course unit code</b>	308127
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	Second Semester
<b>Number of ECTS credits allocated</b>	6
<b>Name of Lecturer(s)</b>	Mário Miguel Jesus Carvalho
<b>Learning outcomes of the course unit</b>	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
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable
<b>Recommended optional programme componentes</b>	Not applicable
<b>Course contents</b>	1. Information Design and Infographics; 2. Infographics in various supports of editorial design; 3. Computer functions for execution of infographics; 4. Visual information and its relation to knowledge; 5. Characteristics and physiognomy of an infograph; 6. Construction methodologies; 7. Formal adaptation to the design of a publication; 8. Art-final;
<b>Recommended or required Reading</b>	<ul style="list-style-type: none"> <li>- Mijksenaar, P.(1997). <i>Visual Function: An Introduction to Information Design</i>. Rotterdam: 010 Publishers</li> <li>- Tufte, E.(1988). <i>The Visual Display of Quantitative Information</i>. Cheshire: Graphics Press</li> <li>- Brenda, L.(2003). <i>Design Research: Methods and Perspectives</i>. London/Massachusetts: MIT Press</li> <li>- Wildbur, P.(1989). <i>Information graphics</i>. Nova Iorque: Van Nostrand Reinhold Co.</li> <li>- Holmes, N.(2012). <i>The Book of Everything: A Visual Guide to Travel and the World</i>. UK: Lonely Planet</li> </ul>
<b>Planned learning activities and teaching methods</b>	1. Theoretical lessons supported by datashow resources; 2. Practical lessons including practical exercises
<b>Assessment Methods and criteria</b>	In evaluation by frequency: continuous evaluation during the monitoring of student projects (40%) and evaluation of the final project (60%). Evaluation in examination period: evaluation of the final project (100%).
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in English</b>
<b>Work placement(s)</b>	Not applicable

## B - Description of individual course units

<b>Course unit title</b>	Periodical Publication Design
<b>Course unit code</b>	30818
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	Second Semester
<b>Number of ECTS credits allocated</b>	10
<b>Name of Lecturer(s)</b>	
<b>Learning outcomes of the course unit</b>	1. To continue the training course in the editorial design project area, focusing specifically on periodical publications; 2. Acquisition of theoretical and contextualization knowledge; 3. Improve the capabilities of developing editorial design projects.
<b>Mode of delivery</b>	----
<b>Prerequisites and co-requisites</b>	Not applicable
<b>Recommended optional programme componentes</b>	Not applicable
<b>Course contents</b>	Evolution and design particularities of the various types of periodical editions, namely newspapers and magazines.
<b>Recommended or required Reading</b>	<ul style="list-style-type: none"> <li>- HELLER, S.(2003). <i>Merz to Emigre</i>. New York: Phaidon Press</li> <li>- LESLIE, J.(2003). <i>New Magazine Design</i>. Barcelona: Laurence King Publishing</li> <li>- HARROWER, T.(2007). <i>The Newspaper Design Handbook</i>. USA: McGraw-Hill</li> <li>- CALDWELL, C. e ZAPATERRA, Y. (2014). <i>Editorial Design: Digital and Print..</i> London: Laurence King Publishing</li> </ul>
<b>Planned learning activities and teaching methods</b>	1. Lectures supported by datashow; 2. Mentoring and follow-up of students' article layouts; 3. Graphic design projects of periodicals.
<b>Assessment Methods and criteria</b>	Mid-term and exam-based assessments Final grade is the weighted average of: - Paging exercises: 25% - Final Project: 60% - Active participation in learning activities: 15%
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in English</b>
<b>Work placement(s)</b>	Not applicable

## B - Description of individual course units

<b>Course unit title</b>	Photo Editing and Finishing
<b>Course unit code</b>	308126
<b>Type of course unit</b>	Compulsory
<b>Level of Course unit</b>	Second Cycle
<b>Year of Study</b>	First Year
<b>Semester/Trimester when the course unit is delivered</b>	Second Semester
<b>Number of ECTS credits allocated</b>	5
<b>Name of Lecturer(s)</b>	Mário Miguel Jesus Carvalho
<b>Learning outcomes of the course unit</b>	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.
<b>Mode of delivery</b>	Face-to-face
<b>Prerequisites and co-requisites</b>	Not applicable
<b>Recommended optional programme componentes</b>	Not applicable
<b>Course contents</b>	1 Types of images; 2 Main characteristics of the image for editorial publications; 3 Editing and finalizing images;
<b>Recommended or required Reading</b>	- Harris, P. e Ambrose, G. (2005). <i>Image</i> . Lausanne: AVA Publishing SA - Kelby, S.(2016). <i>The Adobe Photoshop CC Book for Digital Photographers</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
<b>Planned learning activities and teaching methods</b>	1 Lectures supported by datashow; 2 Practical exercises including image treatment and manipulation.
<b>Assessment Methods and criteria</b>	In evaluation by frequency: presentation and defense of a work. Evaluation in exam periods: presentation and defense of a job.
<b>Language of Instruction</b>	Portuguese   <b>Mentoring in English</b>
<b>Work placement(s)</b>	Not applicable

