

DISCIPLINE: COM EMP-2-1-15 EDITING AND DESIGN

Professor: José Ribeirinho

Positioning of discipline in the course

The globalization of the editorial market, the relation between text, image and design, and the introduction of new information techniques, such as infography and visual language, obliges the students to develop skills and be familiar with the technical aspects. Our intention with this discipline is to create pedagogic tools to understand editing with text and image, so that the students can themselves, reach the level of knowledge required to be able to develop projects in the communication, journalism and design areas.

Objectives/Skills

The objective of the Editing and Graphism Seminar is to offer the students basic knowledge in editing and design material, in other words, prepare them for the blend between text and image in the communicational process, according to the modern concepts of editing, colour study, and information and internet techniques.

- Understand the importance of editing and design in social communication.
- Know how to initiate and organize an edition
- Relate editorial models and apply them to different communicational situations.
- Understand the concepts and logic developed within the scope of communication and information techniques, such as synthesis, title positioning, editorial resources, infography, image and navigability.
- Identify the information structure and the style of each publication
- Diagnose and observe the press and online edition, in different contexts
- Analyse the social-cultural implications of the mass media/public relationship
- Discuss the news transmitting criteria of the different media, for a posterior designing of editions in diversified situations

Discipline Structure

The globalisation in editorial market, the relation between text, image and design, as also some new techniques introduction, as infography and visual language, that will ask students to develop competencies and know the techniques.

The new concept of publication, where the communication base process is the graphics and printing techniques colours.

With this seminar aims to create pedagogical tools that will allow to understand the text and image edition in such a way that the self's will reach the indispensable knowledge's to be able to develop project in communication and journalism area.

Assessment Methodology

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Recommended Reading

- Jornalismo Iconográfico
Autor: Gonzalo Peltzer
Publisher: Rialp
- Tipografia de Computador Cor & Tipo
Autor: Rob Carter
Publisher: Rotovision
- **Tipografia Experimental**
Autor: Rob Carter

- Publisher: Rotovision
- **1000 Favorites Websites**
Publisher: Taschen's
- Design / Web / Design 2
Autor: Luli Radfarm
Publisher: Market Press
- Design e Comunicação Visual
Autor: Bruno Munari
Publisher: Arte & Comunicação
- Introduction à L'Infographie
Autor: Jame D. Foley
Publisher: Addison-Wealey
- Manual de Fotografia Digital
Autor: Tom Ang
Publisher: Editora Civilização
- Linguagem Audiovisual
Autor: António Luís Ferronha
Publisher: Eduforma