

Caraterização da Unidade Curricular / Characterisation of the Curricular Unit

Designação da Unidade Curricular / Curricular Unit:	[3181200880] Oficina de Comunicação Visual [3181200880] Visual Communication Laboratory		
Plano / Plan:	2017/2018		
Curso / Course:	Ensino de Educação Visual e Tecnológica no Ensino Básico		
Grau / Diploma:	Mestre		
Departamento / Department:	CA - Comunicação e Arte		
Unidade Orgânica / Organic Unit:	Escola Superior de Educação de Viseu		
Área Científica / Scientific Area:	Área de docência - Educação Visual		
Ano Curricular / Curricular Year:	2		
Período / Term:	S1		
ECTS:	4		
Horas de Trabalho / Work Hours:	0108:00		
Horas de Contacto/Contact Hours:			
(T) Teóricas/Theoretical:	0000:00	(TC) Trabalho de Campo/Fieldwork:	0000:00
(TP) Teórico-Práticas/Theoretical-Practical:	0048:00	(OT) Orientação Tutorial/Tutorial Orientation:	0000:00
(P) Práticas/Practical:	0000:00	(E) Estágio/Internship:	0000:00
(PL) Práticas Laboratoriais/Practical Labs:	0000:00	(O) Outras/Others:	0000:00
(S) Seminário/Seminar:	0000:00		

Docente Responsável / Responsible Teaching

[2092] Paula Maria De Azevedo Ferreira Rodrigues

Outros Docentes / Other Teaching

[2092] Paula Maria de Azevedo Ferreira Rodrigues

[400044] José Carlos Veiga do Nascimento

Learning Outcomes of the Curricular Unit

Understand the notion of multimodal literacy;
Understand the notion of visual literacy considering the dimensions of viewing/perceiving and interpreting/reading images;
Discuss issues of impact and meaning of the visual in terms of everyday reality, artistic representation and intentional visual communication;
Understand the contributions of Image Semiotics and Rhetoric;
Explore techniques for observing and analyzing images that reinforce the capacity for enjoyment, reasoned criticism and discussion about the visual;
Research, reflect and enunciate concepts to materialize visual/graphic solutions in solving visual communication situations/problems;
Establish effective relationships, from an aesthetic and functional point of view, between text and image;
Mobilize knowledge about visual language and colour theory
Develop expressiveness and aesthetic sense;
Correlate learning with the teaching of visual education and technological education.

Learning Outcomes of the Curricular Unit (Lim:1000)

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Correlate learning with the teaching of visual education and technological education.

Bibliografia / Bibliography (Lim:1000)

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- Barthes, R. (2009). A retórica da imagem. In O óbvio e o obtuso . Lisboa: Edições 70
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- Sturken, M., & Cartwright, L. (2018). *Practices of Looking, An Introduction to Visual Culture* .New York: Oxford University Press
- Zantides, E.(Ed.).(2014). *Semiotics and Visual Communication: Concepts and Practices*. Newcastle: Cambridge Scholars