



## Title

### Social Design

#### LAB & PEOPLE

- Name of the hosting lab: Arts and Design departmental area
- General activities of the lab: Development of projects within the scope of Communication Design, with some incidence in the areas of Tourism and Culture
- Website: <https://www.ualg.pt/curso/1748>
- Number of staff / PhD: 5
- Supervisor name and contact: Maria Caeiro M. Guerreiro/[mcguerreiro@ualg.pt](mailto:mcguerreiro@ualg.pt)

#### TOPIC OF THE INTERSHIP

- Scientific context of the internship (max 20 lines)  
Within the scope of the Social Design theme, it is intended that the student develop communication projects, with the aim of making known and valuing products and/or studies in the field of Social Design. These projects promote the development of research, observation and analysis and explanation of technical aspects within the scope of Communication Design. It is also expected that the student's project will consist of the development of an integrated system of finished analogue or digital graphic products that communicate a certain message

Keywords: Communication Design, Social Design, Handicrafts, Culture, Tourism; Craftsmanship

#### Bibliography:

Costa, Joan (2006). Imagem corporativa en el siglo XXI. Buenos Aires: La Crujía. (Edição original 2003)

Costa, Joan (2003). Diseñar para los ojos. La Paz - Bolívia: Grupo Editorial Design

CPD (1997). Manual de gestão de design. Lisboa: Edições Centro Português de Design

Frutiguer, Adrian (2002). Signos, símbolos, marcas, señales. Elementos, morfologia, representação, significação. México: Gustavo Gili. (Edição original 1981)

Bonsiepe, Gui (2011). Design, Cultura e Sociedade. Brasil. Edgar blucher

- **Tasks and duties entrusted to the student:**  
Reflection, experimentation and creation of guidelines for products to be created within the scope of Social Design;  
Innovative projects or redesign of existing ones with the aim of highlighting themes or social causes being studied



- Skills to be acquired or developed: Analysis and reflection skills, research and experimentation, creation and finalization of communication products, within the scope of Social Design

## PROFILE OF THE DESIRED STUDENT

- **Minimum level of study required:** Technical and technological capacity in the design of analogue and digital graphic solutions (includes software mastery). Proficiency in the application of project methodologies in Design.
- **Field(s) of study:** Communication design; Social Design; Specific software within the scope of Communication Design (Indesign, Photoshop; Illustrator, etc.)
- **Scientific skills:** Research capabilities; experimentation; report writing
- **Language skills required:** Knowledge of English and Portuguese

## THE INTERNSHIP ASSIGNMENT:

Desired duration of the internship (in months): 5 months (700 hours)

Desired Starting date of the mission: september/october or january/february

Indicative weekly schedule: 35h / week

Remuneration: No

Erasmus grant: Application should be made by the student at the sending institution

Internship agreement: an internship agreement will be signed.

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*To SEA-EU students:*

*If you're interested please send your CV and letter of motivation to the scientist in charge, [mcguerreiro@ualg.pt](mailto:mcguerreiro@ualg.pt)*