



**Faculdade de Design,
Tecnologia e Comunicação**
Universidade Europeia

COURSE CATALOGUE 2022/2023



ACADEMIC OFFER

[Click here to see the Course Descriptions!](#)

ENGLISH / TUTORIAL PACKS

BACHELOR'S DEGREES

- Design
- Marketing & Advertising
- Photography & Visual Culture
- Global Design
- Games & Apps Development
- Creative Technologies

MASTER'S DEGREES

- Design & Advertising
- Design Management
- Product Space Design
- Design & Visual Culture
- Audiovisual Communication & Multimedia

PhD

- Design

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BA in Design

Pack – Fall and Spring Term

Click [here](#) for the Course Descriptions!

ECTS	COURSE	LANGUAGE
6	Branding	ENG
3	Creativity and Innovation	ENG
3	Portuguese Language and Culture	ENG
6	Drawing & Visual Communication	ENG
12*	<u>One</u> of the following: <ul style="list-style-type: none">• Industrial Design• Production Design• Communication Design• Visual Design	PT

*Placement in the 12 ECTS class will be done by the BA Coordinator after analysis of individual applications;

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BA in Marketing & Advertising

Pack – Fall and Spring Term

Click [here](#) for the Course Descriptions!

ECTS	COURSE	LANGUAGE
6	Branding	ENG
3	Creativity and Innovation	ENG
3	Online Marketing and Interactive Communication	ENG
3	Portuguese Language and Culture	ENG
3	Web Design	ENG
12*	<u>One</u> of the following: <ul style="list-style-type: none">• Communication Plan• Production Design• Marketing Plan	PT

*Placement in the 12 ECTS class will be done by the BA Coordinator after analysis of individual applications;

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BA in Photography & Visual Culture

Click [here](#) for the Course Descriptions!

Pack – Fall Term

ECTS	COURSE	LANGUAGE
6	Branding	ENG
3	Creativity and Innovation	ENG
3	Portuguese Language and Culture	ENG
6	Drawing & Visual Communication	ENG
12*	<u>One</u> of the following: <ul style="list-style-type: none"> • Photography Project • Digital Laboratory • Analog Photography Lab 	PT

Pack – Spring Term

ECTS	COURSE	LANGUAGE
6	Branding	ENG
3	Creativity and Innovation	ENG
3	Portuguese Language and Culture	ENG
6	Drawing & Visual Communication	ENG
12*	<u>One</u> of the following: <ul style="list-style-type: none"> • Advanced Representation Lab • Audiovisual Direction & Production • Photography & Publicity 	PT

*Placement in the 12 ECTS class will be done by the BA Coordinator after analysis of individual applications;

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BA in Global Design

Packs – Fall Term

Click [here](#) for the Course Descriptions!

Pack 1 - 1st Year

ECTS	COURSE	LANGUAGE
2,5	Theory of Shape & Form	ENG
2,5	Semiotics	ENG
2,5	Contemporary Art History	ENG
5	Design Methodology	ENG
5	Drawing and Communication	ENG
7,5	2D and 3D Structures Project	ENG
5 or 6	Optional	ENG or PT

Note on packages 1, 2 & 3:

Please be advised that the optional course will be decided by the Program Coordinator according to availability.

Pack 2 - 2nd Year

ECTS	COURSE	LANGUAGE
2,5	Sociocultural Studies	ENG
2,5	Photography Laboratory	ENG
2,5	Materials & Production Design Laboratory	ENG
5	Ergonomics	ENG
5	Digital Studio II	ENG
7,5	Integrated Project II	ENG
5 or 6	Optional	ENG or PT

Pack 3 - 3rd Year

ECTS	COURSE	LANGUAGE
2,5	Design and Contemporary Culture	ENG
2,5	Information Visualization Laboratory	ENG
2,5	Digital Animation Laboratory	ENG
5	Space and Environments	ENG
5	Digital Studio IV	ENG
7,5	Integrated Project IV	ENG
5 or 6	Optional	ENG or PT

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BA in Global Design

Packs – Spring Term

Click [here](#) for the Course Descriptions!

Pack 1 - 1st Year

ECTS	COURSE	LANGUAGE
2,5	Theory of Perception	ENG
2,5	Models & Prototypes Workshop	ENG
2,5	Print Workshop	ENG
5	Digital Studio	ENG
5	History of Design	ENG
7,5	Integrated Project I	ENG
5 or 6	Optional	ENG or PT

Pack 2 - 2nd Year

ECTS	COURSE	LANGUAGE
2,5	Design Management	ENG
2,5	Visual Narrative Lab	ENG
2,5	Multimedia Lab	ENG
5	Usability & User Experience	ENG
5	Digital Studio II	ENG
7,5	Integrated Project II	ENG
5 or 6	Optional	ENG or PT

Note on packages 1 & 2:

Please be advised that the optional course will be decided by the Program Coordinator according to availability.

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BA in Games & Apps Development

Packs – Fall Term

Click [here](#) for the Course Descriptions!

Pack 1 - 1st Year

ECTS	COURSE	LANGUAGE
6	Math, Physics and Games I	ENG
6	Programming Fundamentals	ENG
6	Visual Art for Games	ENG
6	Game Production and Design	ENG
3	Standalone Project	ENG
3	Science, Sources and Methods	ENG

Note on package 2 & 3:

- Students wanting to enroll our **2nd year**, must have taken at least one class in 'Programming Fundamentals' (or equivalent);
- Students wanting to enroll our **3rd year**, must have taken at least one class in 'Programming Fundamentals' (or equivalent) and a class in 'Object Oriented Programming' (or equivalent).

Pack 2 - 2nd Year

ECTS	COURSE	LANGUAGE
6	Math, Physics and Games II	ENG
6	Mobile Programming	ENG
6	Game Frameworks	ENG
6	Management of Game & Application Projects	ENG
3	Multiplatform Project	ENG
3	Cooperative Learning	ENG

Pack 3 - 3rd Year

ECTS	COURSE	LANGUAGE
6	Software Profiling and Optimization	ENG
6	Distributed Programming	ENG
6	Security for Games	ENG
6	Information Technologies for Games	ENG
3	Multiplayer Project	ENG
3	Ethics and Professional Deontology	ENG

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BA in Games & Apps Development

Packs – Spring Term

Click [here](#) for the Course Descriptions!

Pack 1 - 1st Year

ECTS	COURSE	LANGUAGE
6	Computer Networks	ENG
12	Web Programming	ENG
6	Databases	ENG
3	Web Project	ENG
3	Creativity & Critical Thinking	ENG

Pack 2 - 2nd Year

ECTS	COURSE	LANGUAGE
6	Math, Physics & Games III	ENG
6	Computer Graphics	ENG
6	Artificial Intelligence	ENG
6	Software Development Methodologies	ENG
3	3D Project	ENG
3	Communication Skills	ENG

Note on package 2:

Students wanting to enroll our **2nd year**, must have taken at least one class in '*Programming Fundamentals*' (or equivalent);

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BA in Creative Technologies

Packs – Fall Term

Click [here](#) for the Course Descriptions!

Pack 1 - 1st Year

ECTS	COURSE	LANGUAGE
5	Information Design	ENG
5	Creative Programming	ENG
2,5	Programming Fundamentals	ENG
2,5	Data Science Fundamentals	ENG
2,5	Digital Aesthetics	ENG
2,5	Visual Ergonomics	ENG
10	Project I	ENG

Note on packages 2 & 3:

Students who want to enroll our BA in Creative Technologies in the 2nd or 3rd years **must have taken** at least one class in 'Programming Fundamentals' (or equivalent).

Pack 2 - 2nd Year

ECTS	COURSE	LANGUAGE
5	Web Programming	ENG
5	Designing for the Web	ENG
2,5	Databases	ENG
2,5	Web Editing	ENG
2,5	History of Web Graphics	ENG
2,5	Networks, Systems and Cloud Computing	ENG
10	Project III	ENG

Pack 3 - 3rd Year

ECTS	COURSE	LANGUAGE
5	Game Frameworks	ENG
5	Game Design	ENG
2,5	Non-Linear Storytelling	ENG
5	VR Development	ENG
2,5	Virtual Environment Design	ENG
10	Project V	ENG

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BA in Creative Technologies

Packs – Spring Term

Click [here](#) for the Course Descriptions!

Pack 1 - 1st Year

ECTS	COURSE	LANGUAGE
5	Fundamentals of Creative Apps	ENG
5	Interface Design	ENG
2,5	Mobile Programming	ENG
2,5	Communication Design	ENG
2,5	Programming for Augmented Reality	ENG
2,5	Animation	ENG
10	Project II	ENG

Pack 2 - 2nd Year

ECTS	COURSE	LANGUAGE
7,5	Graphic Programming	ENG
2,5	Scenography	ENG
2,5	3D Modelling	ENG
2,5	Projection Systems	ENG
2,5	Content Management	ENG
2,5	Digital Sculpting	ENG
10	Project IV	ENG

Note on package 2:

Students who want to enroll our BA in Creative Technologies in the 2nd year **must have taken** at least one class in 'Programming Fundamentals' (or equivalent).

ACADEMIC OFFER

MA in Design & Advertising

Click [here](#) for the Course Descriptions!

Pack – Fall Term

ECTS	COURSE	LANGUAGE
9	Advertising Design Lab	TUTORIAL
6	Creative Direction and Co-Creation	TUTORIAL
6	Integrated Marketing Communication	TUTORIAL
6	Trends & Interactive Advertising	TUTORIAL
3	Narratives and Storytelling	TUTORIAL

Pack – Spring Term

ECTS	COURSE	LANGUAGE
9	Advertising Design Project	TUTORIAL
6	Media Strategy	TUTORIAL
6	Living Lab	TUTORIAL
6	Audiovisual Production Lab	TUTORIAL

** For a better understanding of what **Tutorial** mode is, please read page 26.

ACADEMIC OFFER

MA in Design Management

Pack – Spring Term

Click [here](#) for the Course Descriptions!

ECTS	COURSE	LANGUAGE
6	Business Design	TUTORIAL

This class has a **limit of 4 spots** available;

** For a better understanding of what **Tutorial** mode is, please read page 26.

ACADEMIC OFFER

MA in Product & Space Design

Click [here](#) for the Course Descriptions!

Pack – Fall Term

ECTS	COURSE	LANGUAGE
9	Product Design	TUTORIAL
6	Modelling and Prototyping	TUTORIAL
6	Product and Environment Ergonomics	TUTORIAL

Pack – Spring Term

ECTS	COURSE	LANGUAGE
9	Environmental Design	TUTORIAL
6	Trend Studies in Design	TUTORIAL
3	Scenography and Photographic Production	TUTORIAL

** For a better understanding of what **Tutorial** mode is, please read page 26.

ACADEMIC OFFER

MA in Design & Visual Culture

Click [here](#) for the Course Descriptions!

Pack – Fall Term

ECTS	COURSE	LANGUAGE
6	Art and Visual Culture	ENG
9	Visual Culture Project	ENG
6	Photography	ENG
6	Typography	ENG
3	Methodology	TUTORIAL

Pack – Spring Term

ECTS	COURSE	LANGUAGE
3	Graphic Production *	ENG
6	Animation *	ENG
6	Art Direction *	ENG
6	Illustration and Comics *	ENG
6	Information Visualization *	ENG
6	Motion Design *	ENG
3	Digital Interfaces *	ENG

* Classes marked with an **asterisk** have a **limit of 5 spots** available.

** For a better understanding of what **Tutorial** mode is, please read page 26.

ACADEMIC OFFER

MA in Audiovisual Communication & Multimedia

Click [here](#) for the Course Descriptions!

Pack – Fall Term

ECTS	COURSE	LANGUAGE
6	Modern Societies and Visual Culture	TUTORIAL
3	User Experience	TUTORIAL
3	Information Design	TUTORIAL
3	Research Methodologies (2nd year course)	TUTORIAL

Pack – Spring Term

ECTS	COURSE	LANGUAGE
3	Social Dynamics and Digital Media	TUTORIAL
3	Virtual Communities Management	TUTORIAL
6	Sound Narratives	TUTORIAL
6	Video Narratives	TUTORIAL

** For a better understanding of what **Tutorial** mode is, please read page 26.

ACADEMIC OFFER

PhD in Design

Click [here](#) for the Course Descriptions!

Pack – Fall Term

ECTS	COURSE	LANGUAGE
2	Introduction to the Fundamentals of the Doctoral Program	ENG
8	Science of the project	ENG
6	Research methodolgy	ENG
8	Design Culture and Practices	ENG
6	Incorporation of the Design in the Economic Activity	ENG
30	Design Lab I (2nd year)	ENG

Pack – Spring Term

ECTS	COURSE	LANGUAGE
2	International Seminar	ENG
4	Seminars of the Design Research Groups	ENG
6	Design Studies	ENG
6	Design Morphologies	ENG
30	Design Lab II (2nd year)	ENG

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[Clique aqui para a Descrição das Unidades Curriculares!](#)

PORTUGUESE PACKS

BACHELOR'S DEGREES / LICENCIATURAS

- Design
 - Marketing & Advertising
 - Photography & Visual Culture
 - Communication Sciences
 - Computer Engineering
 - Computer Management
- Design
 - Marketing e Publicidade
 - Fotografia e Cultura Visual
 - Ciências da Comunicação
 - Engenharia Informática
 - Informática de Gestão

ACADEMIC OFFER

Licenciatura em Design

Pack – 1º e 2º Semestre

Clique [aqui](#) para a descrição das Unidades Curriculares!

ECTS	UNIDADE CURRICULAR	LÍNGUA
3	Oficina de Modelos OU Narrativa Visual	PT
3	História do Design em Portugal OU Filosofia da Arte e do Design	PT
3	Empreendedorismo OU História e Crítica da Publicidade	PT
3	Técnicas Discursivas OU Ciência Aplicada ao Design	PT
6	Modelação Digital 3D OU Design Multimédia	PT
12	Design de Produção OU Design de Comunicação	PT

ACADEMIC OFFER

Licenciatura em Marketing e Publicidade

Pack – 1º e 2º Semestre

Clique [aqui](#) para a descrição das Unidades Curriculares!

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Estudos de Mercado OU Marketing Relacional e CRM	PT
6	Comunicação Publicitária OU Audiovisuais e Produção Multimédia	PT
6	Relações Públicas e Gestão de Eventos OU Distribuição e Logística	PT
6	Gestão de Produto OU Finanças Aplicadas ao Marketing	PT
3	Texto Publicitário OU Branded Content e Storytelling	PT
3	Marketing de Serviços OU Empreendedorismo	PT

ACADEMIC OFFER

Licenciatura em Fotografia e Cultura Visual

Clique [aqui](#) para a descrição das Unidades Curriculares!

Pack – 1º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
3	História e Crítica da Fotografia OU Cultura Visual	PT
3	Som e Imagem OU Direção de Arte	PT
3	Ciências da Comunicação OU Filosofia da Arte e da Imagem	PT
3	Edição e Design OU Filme e Imagem Documental	PT
6	Iluminação e Ambiente Digital OU Fotografia e Moda	PT
12	Laboratório de Fotografia Analógica OU Laboratório Digital	PT

Pack – 2º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
3	Gestão do Projeto OU Empreendedorismo	PT
3	História da Fotografia em Portugal OU Fotografia e Tendências	PT
3	Storyboard OU Curadoria e Museografia	PT
3	Metodologia do Projeto Fotográfico OU Património Fotográfico e Conservação	PT
6	Fotojornalismo e Media OU Fotografia de Autor	PT
12	Fotografia e Publicidade OU Realização e Produção Audiovisual	PT

ACADEMIC OFFER

Licenciatura em Ciências da Comunicação

Clique [aqui](#) para a descrição das Unidades Curriculares!

Pack – 1º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Estudos Culturais	PT
6	Fundamentos e Práticas das Relações Públicas	PT
6	Géneros Jornalísticos	PT
6	Cultura e Tecnologias Multimédia	PT
6	Agências de Comunicação, Publicidade e Meios	PT

Pack – 2º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Escrita Criativa	PT
6	Semiótica	PT
6	Cultura e Tecnologias Audiovisuais	PT
6	Comunicação Integrada de Marketing	PT
3	Métodos Qualitativos	PT
3	Literacia para os Media	PT

ACADEMIC OFFER

Licenciatura em Engenharia Informática

Clique [aqui](#) para a descrição das Unidades Curriculares!

Pack – 1º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Gestão de Projetos Informáticos	PT
6	Programação Web	PT
6	Interfaces e Usabilidade	PT
6	Análise de Sistemas	PT
3	Sistemas de Informação Geográficos	PT
3	CRM	PT

Pack – 2º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Estatística	PT
6	Redes e Comunicação de Dados	PT
6	Algoritmos e Estruturas de Dados	PT
6	Inteligência Artificial	PT
3	Inglês II	PT
3	ERP	PT

Nota:

Para poderem frequentar este pack, os candidatos devem ter **aprovado previamente** uma unidade curricular de "*Programação*".

ACADEMIC OFFER

Licenciatura em Informática de Gestão

Clique [aqui](#) para a descrição das Unidades Curriculares!

Pack – 1º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Análise de Sistemas	PT
6	Gestão de Projetos Informáticos	PT
6	Economia	PT
6	Programação Web	PT
3	Sistemas de Informação Geográficos	PT
3	Optativa I	PT

Pack – 2º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Redes e Comunicação de Dados	PT
6	Investigação Operacional	PT
6	Gestão Financeira	PT
6	Algoritmos e Estruturas de Dados	PT
3	Inglês II	PT
3	Optativa II	PT

Nota:

Os candidatos serão colocados numa **unidade curricular optativa** após análise dos seus currículos.

IMPORTANT

INFORMATION TO TAKE INTO CONSIDERATION BEFORE APPLYING:

1. In a **TUTORIAL** framework, classes are taught in Portuguese with the Professor providing one-on-one guidance in English to exchange students;
2. In an **ENGLISH** framework, classes are taught in English;
3. Courses not specified in this list are taught in Portuguese;
4. Students who do not send in their complete application (including Learning Agreement), within the specified dates, will not be accepted;
5. We are not responsible for schedule incompatibilities;
6. Students are not allowed to choose any extra subject outside their chosen study pack;
7. Bachelor students cannot choose courses from Masters. However, Master students can choose packs from Bachelors.
8. There are no academic packs for the Masters. Students may choose courses from different Master Majors in order to achieve the 30 ECTS needed.
9. To all partners and prospective students: given the high number of applications, mobility students will only be allowed to stay with us for one semester. **Requests for prolonging their stay will be decided on an individual basis and will be exceptional.**

MOBILITY APPLICATION

**DON'T WAIT
FOR AN
OPPORTUNITY.**

CREATE IT!

DEADLINES

1st Semester (Autumn Semester)

Non-European Students: 15th May 2022

European Students: 31st May 2022

2nd Semester (Spring Semester)

Non-European Students: 15th October 2022

European Students: 31st October 2022

REQUIRED DOCUMENTS TO SUBMIT

- Personal photo (JPG Format);
- Academic Transcript (PDF Format);
- Learning Agreement (duly signed by you and Home University);
- ID or Passport Copy;
- Health Insurance Proof;
- Motivation Letter;
- Portfolio or other academical documents required (see file “Incoming Mobility Application Requirements_22-23_IADE”)

LINK TO ONLINE APPLICATION

To be sent when the student is nominated.

IADE - Faculty of Design, Technology and Communication



Avenida D. Carlos I, nº4 1200-649

SEE MAP

Bus – Carris

25E - Pç. Figueira-Campo Ourique
774 - Pç. Figueira-Gomes Freire
721 - Roma-Areeiro – Restelo

Subway

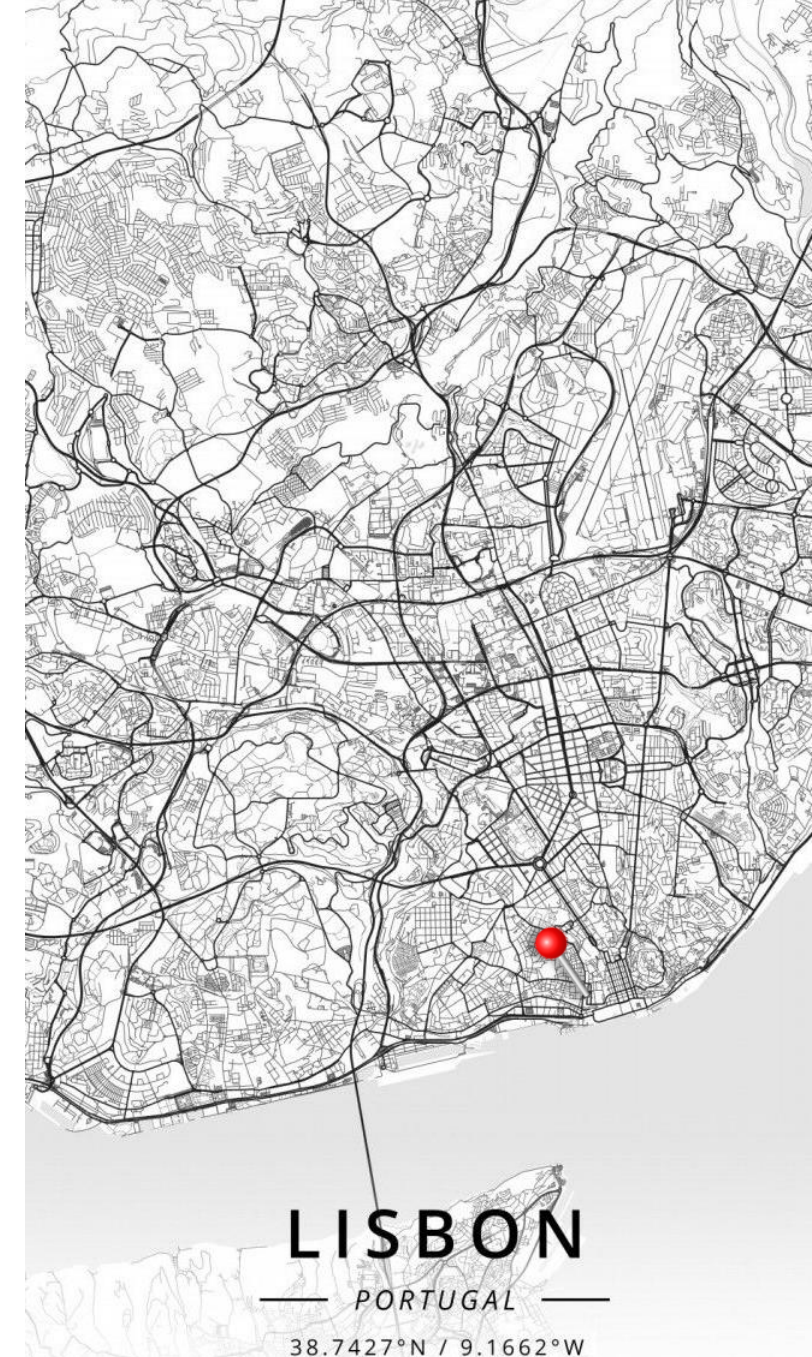
Cais do Sodré Station (green line)

Train – CP

Santos Station
Cais do Sodré

Boat – Transtejo

Cais do Sodré Station



GET IN TOUCH WITH US!



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