

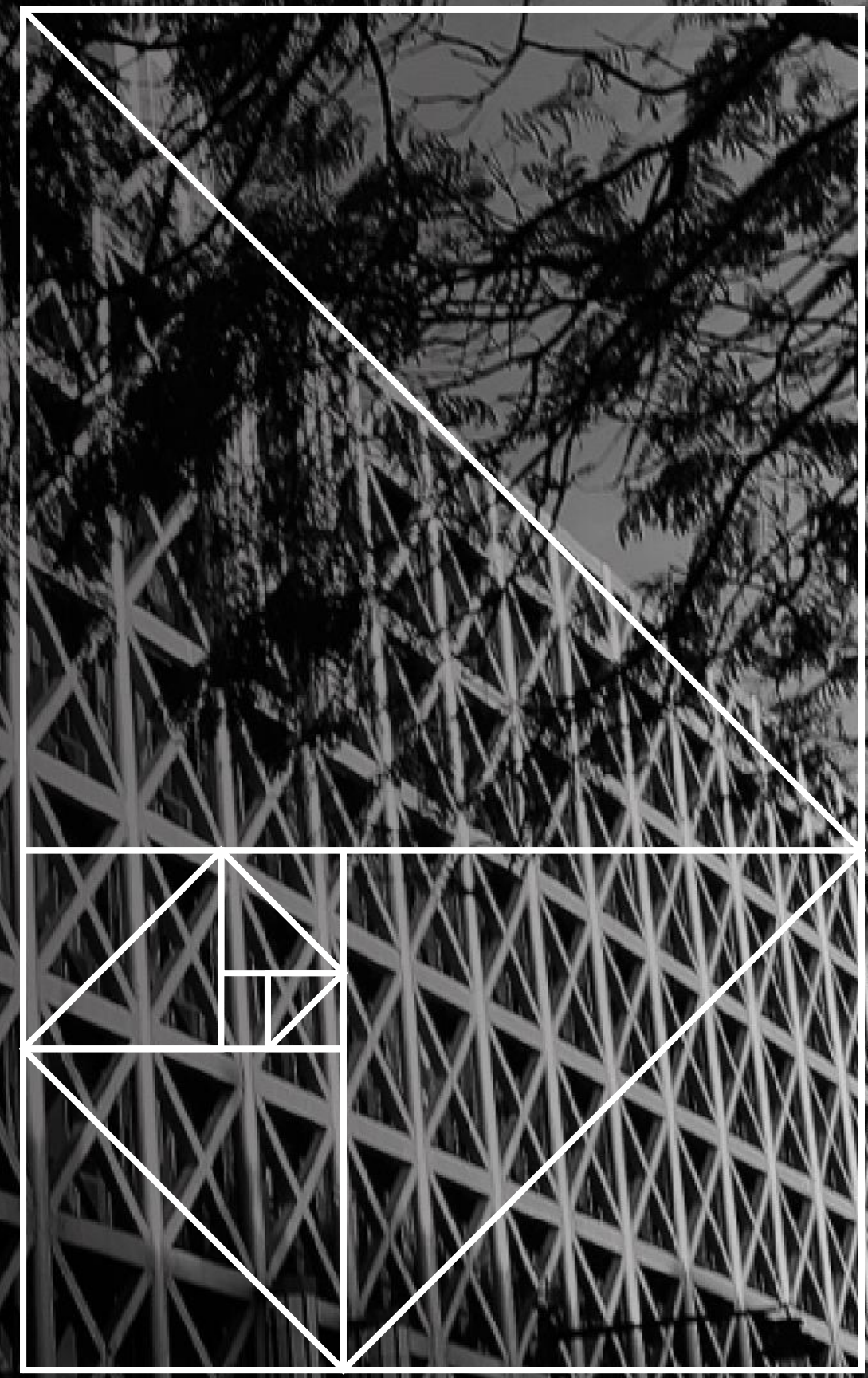


Faculdade de Design,
Tecnologia e Comunicação
 Universidade Europeia

Course Catalogue

Incoming Students

2024/2025

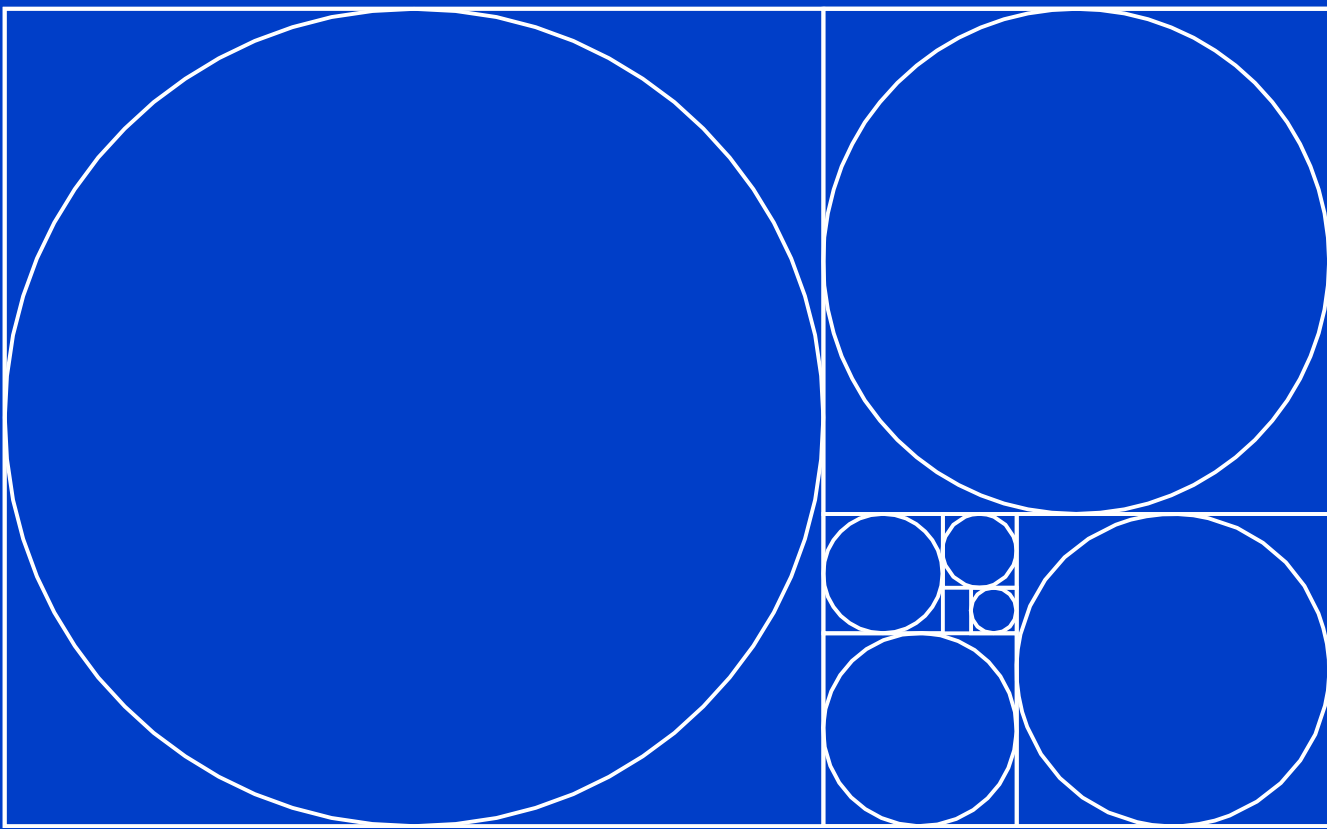




Faculdade de Design,
Tecnologia e Comunicação
ue Universidade Europeia

ACADEMIC OFFER

ENGLISH / TUTORIAL PACKS



BACHELOR'S DEGREES

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

MASTER'S DEGREES

Design & Visual Culture
Creative Computing and Artificial Intelligence

PhD

Design

Academic Offer

BA in Design

Pack – Fall and 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*	Choose one of the following: <ul style="list-style-type: none">• Industrial Design• Production Design• Communication Design• Visual Design	PT

*1. Courses taught in Portuguese;

2. Student has to choose one of the courses but we do not guarantee he/she gets placed in the 1st option. The placement will be done taking into consideration the number of spots in class and the student's schedule;

Academic Offer

BA in Marketing & Advertising Pack – Fall and Spring Term

ECTS	COURSE	LANGUAGE
6	Branding	ENG
3	Creativity and Innovation	ENG
3	Writing for Advertising	ENG
3	Portuguese Language and Culture	ENG
6	Digital Marketing	ENG
9	Integrated Marketing Project	ENG

Academic Offer

BA in Photography & Visual Culture

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*	<p>Choose one of the following:</p> <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*	<p>Choose one of the following:</p> <ul style="list-style-type: none"> • Advanced Representation Lab • Audiovisual Direction & Production • Photography & Publicity 	PT

*1. Courses taught in Portuguese;

2. Student has to choose one of the courses but we do not guarantee he/she gets placed in the 1st option. The placement will be done taking into consideration the number of spots in class and the student's schedule;

Academic Offer

BA in Global Design

Packs – Fall Term

Pack 1 – 1st Year

ECTS	COURSE	LANGUAGE
2,5	Theory of Shape	ENG
2,5	Semiotics	ENG
2,5	Contemporary Art History	ENG
5	Design Methodology	ENG
5	Communication Drawing	ENG
7,5	Project Fundamentals	ENG
5	Professional Exploration I	ENG

Pack 2 – 2nd Year

ECTS	COURSE	LANGUAGE
2,5	Social and Cultural Studies	ENG
2,5	Ergonomics	ENG
2,5	Production Materials Lab	ENG
5	User Experience	ENG
5	Digital Studio II	ENG
7,5	Integrated Project II	ENG
5	Professional Project I	ENG

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	Professional Project III	ENG

Academic Offer

BA in Global Design Packs – Spring Term

Pack 1 – 1st Year

ECTS	COURSE	LANGUAGE
2,5	Theory of Perception	ENG
2,5	Models & Prototypes Workshop	ENG
2,5	Graphic Workshop	ENG
5	Digital Studio I	ENG
5	History of Design	ENG
7,5	Integrated Project I	ENG
5	Professional Exploration II	ENG

Pack 2 – 2nd Year

ECTS	COURSE	LANGUAGE
2,5	Design Management	ENG
2,5	Digital Animation Lab	ENG
2,5	Multimedia Lab	ENG
5	Design Interfaces	ENG
5	Digital Studio III	ENG
7,5	Integrated Project III	ENG
5	Professional Project II	ENG

Academic Offer

BA in Games Development Packs – Fall Term

Pack 1 – 1st Year

ECTS	COURSE	LANGUAGE
6	Math, Physics and Games I	ENG
6	Programming Fundamentals	ENG
6	Visual Art for Games	ENG
3	Game Production	ENG
3	Computational Systems for Games	ENG
3	2D Project	ENG
3	Communication Skills	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	Data Structures	ENG
3	Multiplatform Project	ENG
3	Science, Sources and Methods	ENG

Pack 3 – 3rd Year

ECTS	COURSE	LANGUAGE
6	Emerging Game Technologies	ENG
6	Distributed Programming	ENG
6	Security for Games	ENG
6	Advanced Techniques in Game Programming	ENG
3	Multiplayer Project	ENG
3	Business Model For Games	ENG

Academic Offer

BA in Games Development Packs – Spring Term

Pack 1 – 1st Year

ECTS	COURSE	LANGUAGE
6	Game Design	ENG
12	Web Programming	ENG
6	Databases	ENG
3	Web Project	ENG
3	Ethics and Professional Deontology	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	Creativity and Critical Thinking	ENG

Note on package 2:

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

Academic Offer

BA in Creative Technologies Packs – Fall Term

Pack 1 – 1st Year

ECTS	COURSE	LANGUAGE
2,5	Programming Fundamentals	ENG
2,5	Data Science Fundamentals	ENG
2,5	Creativity and Critical Thinking	ENG
5	Information Design	ENG
5	Creative Programming	ENG
2,5	Visual Human Factors	ENG
10	Project I	ENG

Note on package 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
2,5	Databases	ENG
5	Web Design	ENG
2,5	Visual Web History	ENG
2,5	Networks, Systems and Cloud Computing	ENG
2,5	Rapid Web Application Builders	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

Academic Offer

BA in Creative Technologies Packs – Spring Term

Pack 1 – 1st Year

ECTS	COURSE	LANGUAGE
5	Science Fundamentals for Creative Applications	ENG
2,5	Mobile Programming	ENG
2,5	Communication Design	ENG
5	User Interface Design	ENG
2,5	AR Programming	ENG
2,5	Motion Graphics	ENG
10	Project II	ENG

Pack 2 – 2nd Year

ECTS	COURSE	LANGUAGE
5	Graphic Programming	ENG
2,5	Mathematics for Computer Graphics	ENG
2,5	Stage Design	ENG
2,5	3D Modelling	ENG
2,5	Projection Systems	ENG
2,5	Content Planning	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 & Visual Culture

Pack – Fall Term

ECTS	COURSE	LANGUAGE
6	Art and Visual Culture	ENG
9	Visual Culture Project	ENG
6	Photography	ENG
6	Typography, Image and Graphic Composition	ENG
3	Workshop	TUTORIAL

Pack – Spring Term

ECTS	COURSE	LANGUAGE
9	Visual Design Project*	ENG
6	Graphic Narratives * / Information Visualization *	ENG
6	Art Direction* / Digital Interfaces*	ENG
6	Graphic Production and Experimentation*/ Motion Design*	ENG
3	Design Theory and Criticism*	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 Creative Computing and Artificial Intelligence

Pack – Fall Term

ECTS	COURSE	LANGUAGE
5	Physical Computing and the Internet of Things	ENG
5	Gamification in Intelligent Systems	ENG
5	Creative Programming	ENG
5	Applied Artificial Intelligence	ENG
10	Project I	TUTORIAL

Pack – Spring Term

ECTS	COURSE	LANGUAGE
5	Interface and Interaction Design	ENG
5	Computer Graphics for Virtual and Augmented Reality	ENG
5	Emerging Technologies	ENG
5	Applied Machine Learning	ENG
10	Project II	TUTORIAL

** For a better understanding of what **Tutorial** mode is, please read [page 26](#).

Academic Offer

PhD in Design

Pack – Fall Term

ECTS	COURSE	LANGUAGE
6	Design and Investigation in Design	ENG
6	Science of the Project	ENG
6	Philosophy of Design	ENG
6	Project Theories and Practices	ENG
6	Design Studies	ENG

Pack – Spring Term

ECTS	COURSE	LANGUAGE
3	International Seminar	ENG
9	Thesis' Proposal and Research	ENG
6	Communication and Culture	ENG
6	Strategic Design	ENG
6	Research Methodology	ENG



Faculdade de Design,
Tecnologia e Comunicação
 Universidade Europeia

ACADEMIC OFFER

PORTUGUESE PACKS

BACHELOR'S DEGREES / LICENCIATURAS

Design

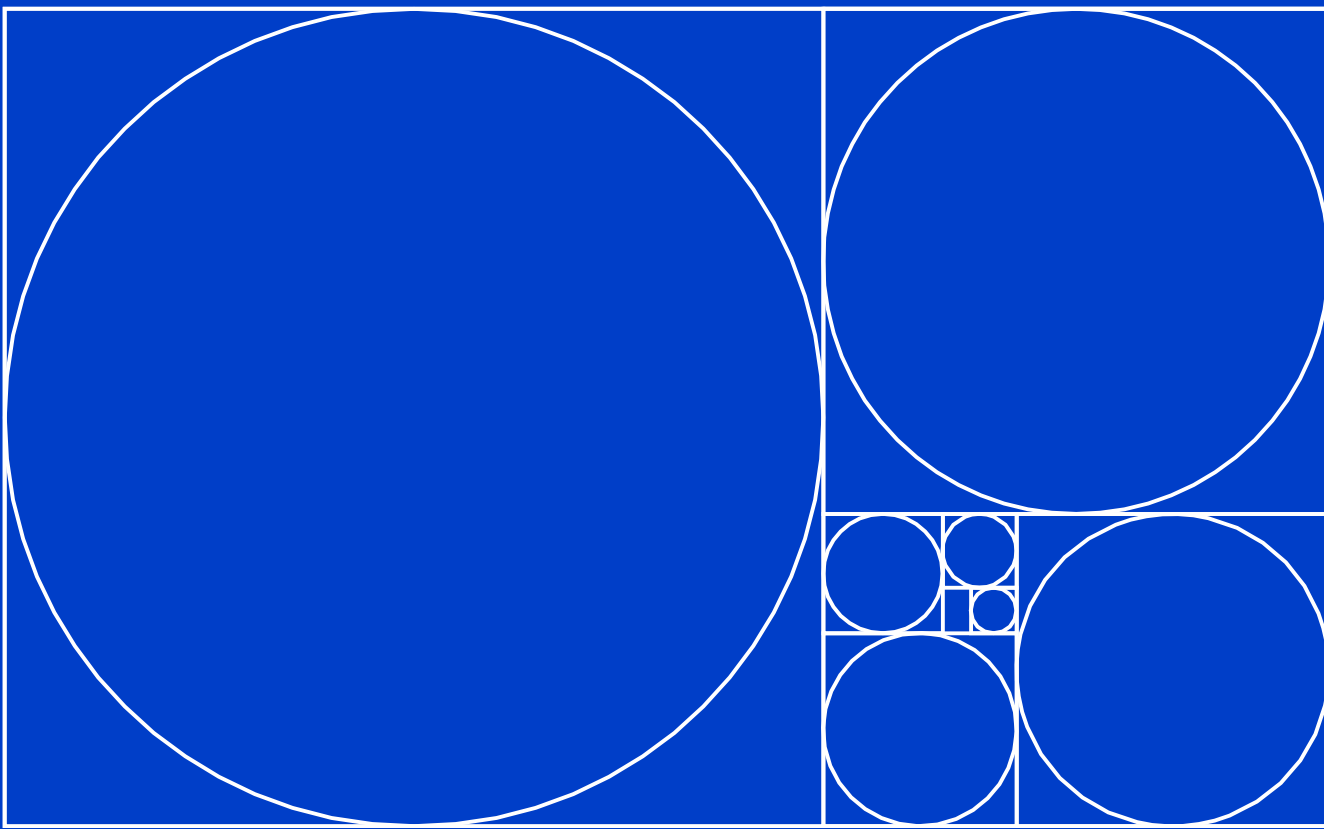
Marketing e Publicidade

Fotografia e Cultura Visual

Ciências da Comunicação

Engenharia Informática

Informática de Gestão



Academic Offer

Licenciatura em Design

Pack – 1º e 2º Semestre

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 Teoria da Publicidade	PT
3	Técnicas Discursivas OU Ciência Aplicada ao Design	PT
6	Modelação Digital 3D OU Design Multimédia	PT
9	Design de Produção OU Design de Comunicação	PT

Academic Offer

Licenciatura em Marketing e Publicidade

Pack – 1º e 2º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Estudos de Mercado OU Marketing Relacional e CRM	PT
6	Comunicação Publicitária OU Laboratórios de Audiovisuais e Produção Multimédia	PT
6	Relações Públicas e Gestão de Eventos OU Distribuição e Logística	PT
6	Gestão de Produto OU Gestão Financeira	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

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

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

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

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/As candidatos/as serão colocados/as 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

DEADLINES

1st Semester (Autumn Semester): June 7th 2024

2nd Semester (Spring Semester)

Non-European Students: October 15th 2024

European Students: October 31st 2024

REQUIRED DOCUMENTS TO SUBMIT

- A photo (jpeg, jpg, png);
- A copy of the front and back of your national ID Card or of your valid Passport (depending if you're a European citizen or not);
- A copy of your transcript of records from your Home University;
- A copy of your Health Insurance Card or International Health Insurance;
- Learning Agreement (duly approved and signed by the home university coordinator);
- Motivation Letter;
- Portfolio and CV/Resumé (if applicable);

LINK TO ONLINE APPLICATION

To be sent when the student is nominated.



[Avenida D Carlos I, nº 4](#)
[1200-649 Lisboa, Portugal](#)

Bus (Carris)

25E, 706, 714, 727, 728, 732, 760, 774

Subway (Metro)

Station: Cais do Sodré (Green Line)

Train (CP)

Station: Santos

Boat (Transtejo)

Station: Cais do Sodré





Faculdade de Design,
Tecnologia e Comunicação
Universidade Europeia

GET IN TOUCH WITH US!



iade.europeia.pt



+351 213 939 690



internationaloffice.iade@universidadeeuropeia.pt



@internationalofficeue