

# MASTER $\approx$ DESIGN

2010-2012

u  évora  
ESCOLA DE ARTES



**ORGANIZATION**

Universidade de Évora, UÉ  
Escola de Artes

**COORDINATION**

Department of Visual Arts and Design (DAVD)

**SUPPORTS**

DAVD

**DIRECTOR**

Prof. Dr. Inês Secca Ruivo (DAVD)

**BRANCHES**

- | Design Management, Ecodesign and Design for Sustainability
- | Project of Industrial Design
- | Project of Communication Design

**ECTS CREDITS\***

\*European Credit Transfer and Accumulation System

Total 120 ECTS, as follows:

- | Curricular Units: 60 ECTS
- | Research and Thesis: 60 ECTS

**TITLE**

Master of Sciences Degree

**DURATION AND CALENDAR**

Master Seminars (Part time on-campus):

- | 1st and 2nd semester: Curricular units. Post-employment schedule (Fridays and Saturdays). \* 1st Semester: October 2010 to February 2011; 2nd Semester: March 2011 to July 2011.
- | 3rd to 6th semesters: Research, development and defence of the thesis.

\* In general, seminars will be held twice a month during the 1st semester and once a month during the 2nd semester.

**APPLICATION AND ADMISSION**

From June 1st, 2010, onwards. For further information about the programme calendar, consult post-graduation service of the University of Évora in <[www.sac.uevora.pt](http://www.sac.uevora.pt)>.

**ADDRESS OF THE SEMINARS**

Departamento de Artes Visuais e Design da UÉ  
Fábrica dos Leões  
7003-554 Évora  
Portugal

**CONTACTS**

DAVD Office  
Tel: (+351) 266 757 300 e 266 757 301  
Email: [rcb@uevora.pt](mailto:rcb@uevora.pt),  
[secretariado.inter@uevora.pt](mailto:secretariado.inter@uevora.pt)  
<[www.artesvisuais.uevora.pt](http://www.artesvisuais.uevora.pt)>

Contact of the Director of the Master Programme  
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**APPLICATION FORMS**

Applications shall be submitted on-line  
<<https://mpg.siue.uevora.pt>>, or at the University of Évora.

Information:

Tel.: (00351) 266 760 220  
Fax: (00351) 266 760 223

**ACADEMIC / TUITION FEE**

Total for the Master Programme: 2.340 €

 **évora**  
ESCOLA DE ARTES

**CHAIA**  
CENTRO DE HISTÓRIA DA ARTE  
E INVESTIGAÇÃO ARTÍSTICA

# THE UNIVERSITY

## GENERAL INFORMATION

The Évora University was founded in 1559. It distinguishes itself by the co-existence of Arts and Humanities with Sciences and Technologies. The courses of the Évora University (Master and Ph.D.) follow the Bologna model. It has approximately 8,000 students. Since 1986 Évora is a Unesco World Heritage city.

The School of Arts reunites the department of Visual Art and Design (DAVD) and also Architecture, music and theatre. It's the only public University with this structure. That favours interdisciplinary between artistic areas.

The technological component, digital technologies in particular, are a main focus in the activity of the DAVD.

The CHAIA – The Centre of History of Arts and Artistic investigation of Évora University, it's a unit I&D classified by the FCT – Science and Technology Foundation, whose main objectives are the study of the forms that covers the historical and artistic legacy, landscape and architectural, in the consolidation of knowledge of the ways in which lie the artistic expressions and research of practical arts, the artistic creation and area intervention. Évora University have teachers and investigators in the areas of Visual Arts, Architecture, Landscape Architecture, Art History, Archaeology, Theatre and Music.



1 | Universidade de Évora. Colégio do Espírito Santo. © José Manuel Rodrigues



2 | Universidade de Évora. Colégio do Espírito Santo. Rectoria, cloister. © Cristina Brázio



# THE MASTER PROGRAMME

## DESCRIPTION

Technological development along with the increasing competitiveness of the globalized markets and obsolescence of material world has generated the appearance of renewed methodological strategies of the Design project which interpretation and enforcement demand a renewed multidisciplinary vision of the concepts of quality and innovation.

The current Master's in Design provides a specialized education whose core is the acquisition of updated acquirments and skills, transversal and specific, which cover the areas of strategic project applied to ecological, industrial and communication design.

With presential classes during the first year in post-employment schedule, the Master's course assembles contemporary theories to an updated practical and technological component according to current professional needs. The teaching staff consisting of national and international prestigious specialists will favour students positioning in competitive global environments and the abilities comparable to the highest academic European levels.

## PRIMARY OBJECTIVE

Specialized education of professionals from areas of design, of the arts, architecture and engineering will be achieved through transmission of necessary knowledge for teaching methods, concepts, language and tools for the development and affirmation of products and services of quality design, innovative character holders.

Focusing on reinforcement of education in areas of ecological, industrial and communication design, at the same time this Masters will explore areas of sociology of innovation, management, entrepreneurship, the organization of human resources, and the merging of trends through the acquisition of theoretical knowledge, practical and conceptual contemporary.

Other purposes of the present Master are:

- | To favour theoretical and practical skills inherent to strategies of management and conception of the design process applied to new products and/or services;
- | Stimulate creativity and critical judgement in the development of innovative design products and its associated systems, considering traditional and emerging markets;
- | Promote work in multidisciplinary teams reinforcing success of professional insertion into companies/institutions related to the sector;
- | Sensitize for the recognition of the importance of new strategic and operative trends in contact with the client or with other receivers of professional intervention.

## RECIPIENTS

This Master is especially suitable for designers, artists, architects or engineers, whose professional perspective is related with the field methodologies and advanced tools, in the Design area. The Master is qualified to those who have some experience and education in Design, Visual Arts, Architecture, Engineering, History of Design, Criticism of Design, Cultural Management and related subjects.

## MASTER PROGRAM STRUCTURE

Along the course, the student may specialise himself in areas of Management Design, Ecodesign and Design to Sustainability, Industrial and Inward Design, Communication and Typographic Design.

**Consult of the curriculum of the course:** <[www.artesvisuais.uevora.pt/mdplanoestudos](http://www.artesvisuais.uevora.pt/mdplanoestudos)>

TOTAL of Curricular Credits by Semester and Thesis Credits:

Semester	ECTS Mandatory	ECTS Dissertation	Total ECTS
1st	30		
2nd	30		
3rd		30	
4th		30	
Total	60	60*	120

\* This credits will be attributed after conclusion, defence and approval of the dissertation.

## THE MASTER DISSERTATION

Two formats of thesis will be accepted.

The **theoretical-practical thesis** will consist of a project or a group of projects with innovative character design, that will be accompanied by a written document (**descriptive memory**) which elucidates the process of conception, elaboration, and how it furthers the state of the art in its field, as well as a conceptual and aesthetic argument that justifies or grounds it. The dissertation and the creative work should be considered as two complementary, mutually reinforcing parts of the same thesis.

The **theoretical thesis** must be elaborated specifically to correspond to this purpose, and must at the same time take into account the nature of the chosen branch or specialty. An alternative can consist of a coherent, sufficiently organised and contextualised compilation of research works that have been already published or accepted for publication in specialized magazines with scientific arbitration.

## FACULTY

The faculty of the curricular units is formed by stable professors of the Évora University and by invited professors with international merit. Professors of the Masters course: **Célia Figueiredo; Elder Monteiro; Inês Secca Ruivo; Jorge dos Reis; José Luís Loureiro; José Viana; Maria Manuel Serrano; Paulo Parra; Sandra Leandro.**

With a strong vocation for internationalization, since adapting an academic strategy of framework integrating, this Master Program features worldwide recognized lecturers: **Aurora Fernández Polanco** (Universidad Complutense de Madrid, Faculdade de Belas Artes, Espanha); **Dieter Daniels** (Ludwig Boltzmann Institute Media Art Research, Linz, Áustria); **Eduardo Kac** (The School of the Art Institute of Chicago, SAIC); **Lucia Santaella** (PUC Pontifícia Universidade Católica de São Paulo, Brasil); **Rudolf Frieling** (SFMOMA, San Francisco Museum of Modern Art, EE.UU.); e **Siegfried Zielinski** (Universidade das Artes de Berlim, Udk), **among others.**

**Faculty biography:** <[www.artesvisuais.uevora.pt/mbioprof](http://www.artesvisuais.uevora.pt/mbioprof)>

## LANGUAGES

The Master course lectures will be mostly held in Portuguese and some of the subjects can be taught in Spanish or English. The dissertation may be written in Portuguese, Spanish or English; If it is written in any of the language, it will still have to include an extended abstract in Portuguese.

## COMPETENCES

Master's in Design will be able to:

- | Take part in Research and Technological Development teams (I&DT) in project processes with industry, ateliers and services;
- | Take part in scientific research teams, theoretical and practical, design management areas and eco-processes, of industrial and communication projects, humanitarian areas, as well as in study cases of Theory and History of Arts and Design, Sociology of Innovation and intervention literary/critical;
- | Qualification to access other branches of post-graduation – Ph.D. – or functions that demand higher education, namely in teaching of different levels: secondary and higher education.



3 | UÉ, School of the Arts, DAVD, Fábrika dos Leões building. © Marius Araújo

# APPLICATION PROCEDURE

## APPLICATION

May apply for a Master's degree in Design:

- a | Holders of a graduation degree or legal equivalent.
- b | Exceptionally, holders of one scientific and/or professional curriculum especially relevant, recognized to attesting capacity to accomplish this Master's by the Scientific-Pedagogical Board, with authorization of the Course Director.

## APPLICANTS PROFILE

Professional and academic backgrounds which are directly related to the purpose of the course: Industrial Design, Equipment Design, Interior Design, Graphic and Communication Design, Architecture, Fine Arts, Visual Arts, Engineering, Artistic Education, Literary and critical Intervention. Professional and academic backgrounds transversally related with the purpose of the course: Design and Material Culture, Arts and Digital Culture, Design Theory, Media Theory, Management, Sociology.

Candidates with studies in other subjects, which are not related to the profile of the Master's degree, will be subjected to a personal interview in order to evaluate their motivation and the knowledge in the related areas.

## ADMISSION COMMITTEE

The Direction of this programme  
The Scientific board of the School of Arts

## ADMISSION CRITERIA

The selection is based on application documents, the applicant's personal aims and motivation:

- | Curriculum Vitae (academic, professional and/or scientific curriculum);
- | University degree or similar;
- | Adequacy and qualification of the university degree in one or more related fields;
- | Artistic Portfolio or Researcher Experience (maximum of 15 pages A4, Arial font 12; the candidate will be able to annex material in other supports like DVD, CD-ROM);
- | Language proficiency;
- | A written application, describing his/her background, experience and motivation, and the reasons to choose this Master programme;
- | Interview (if necessary) to evaluate the scientific profile.

## SCHEDULE: APPLICATION AND ENROLMENT

**Application deadline:** August 6th, 2010 (first period); and between September 15th and October 15th, 2010 (second period)

**Enrolment deadline:** between September 20th and 30th (first period); and between November 2nd and 10th, 2010 (second period)

**Beginning of the Master course:** October 2010

**Deadline to deliver dissertation:** October 2012

## FOR FURTHER INFORMATION

<[http://www.sac.uevora.pt/sac/estudos\\_pos\\_graduados/mestrados](http://www.sac.uevora.pt/sac/estudos_pos_graduados/mestrados)>

<<http://www.artesvisuais.uevora.pt>>

### Information for advanced education scholarships:

Fundação para a Ciência e Tecnologia

Ministério da Ciência, Tecnologia e Ensino Superior

<<http://www.fct.mctes.pt>>

<<http://alfa.fct.mctes.pt/apoios/bolsas>>



4 | UÉ, School of the Arts, Department of Visual Arts, Arts School Day, Graduation Exhibition. © Vanda Sim Sim



5 | UÉ, School of the Arts, Department of Visual Arts. © Marius Araújo