

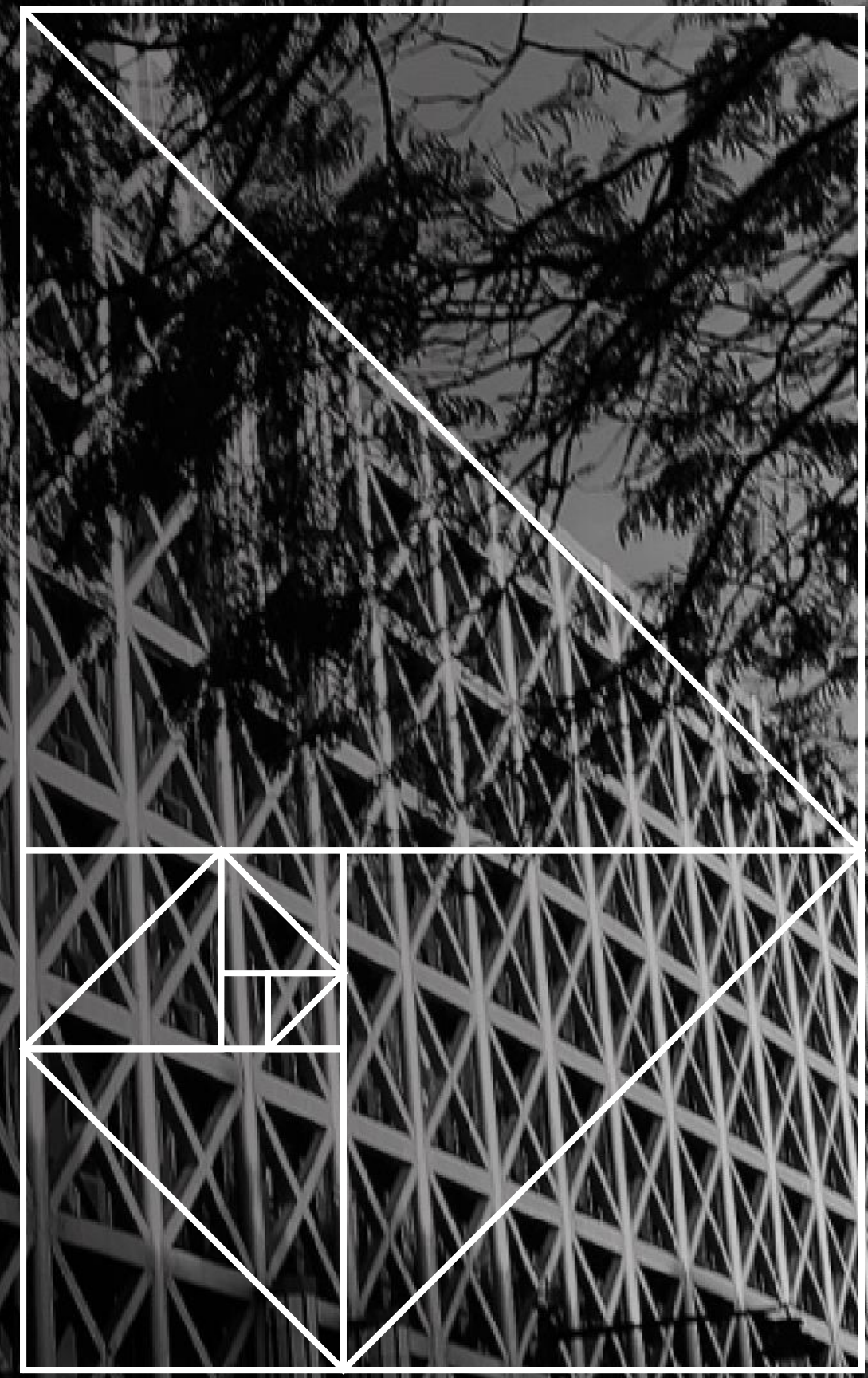


Faculdade de Design,  
Tecnologia e Comunicação  
 Universidade Europeia

# Course Catalogue

Incoming Students

**2024/2025**

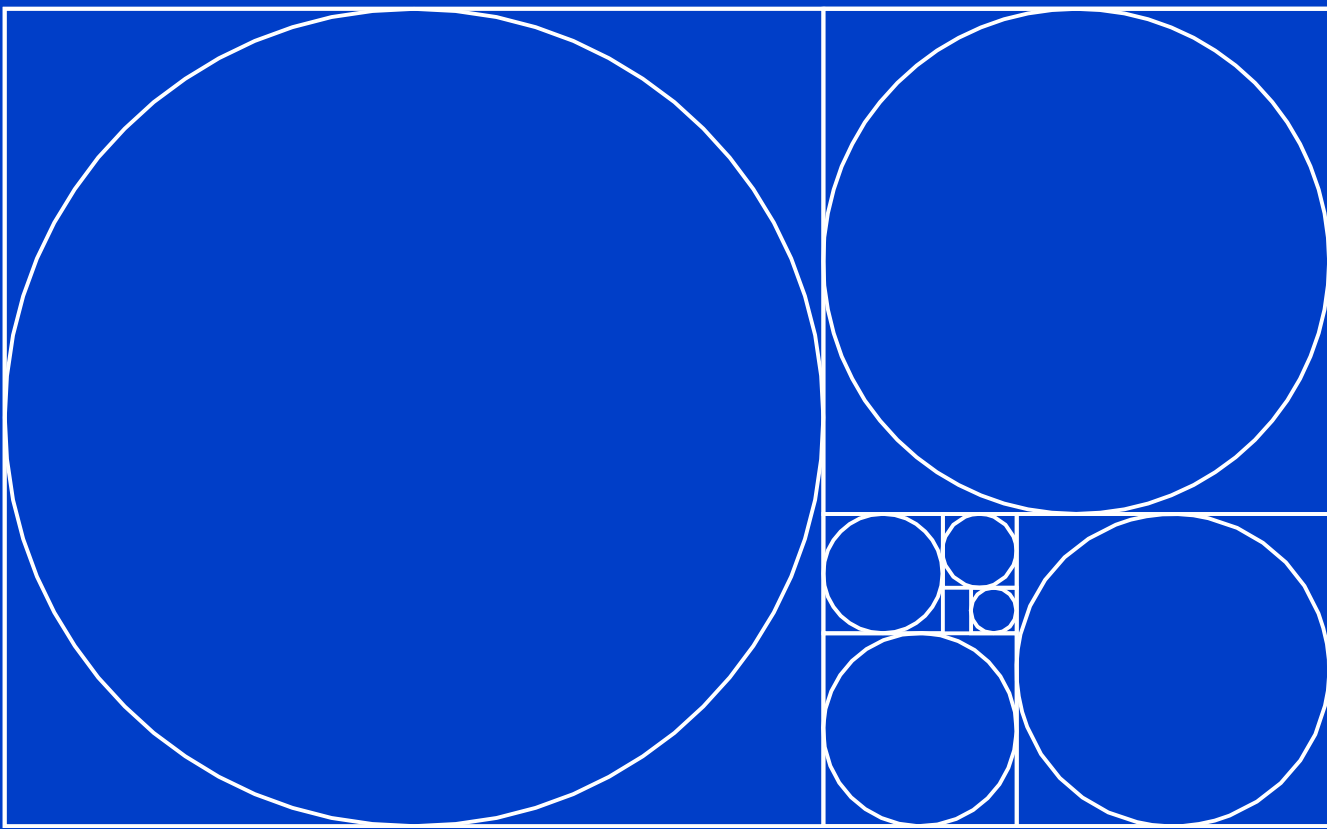




Faculdade de Design,  
Tecnologia e Comunicação  
Universidade Europeia

# ACADEMIC OFFER

ENGLISH / TUTORIAL PACKS



## BACHELOR'S DEGREES

Design  
Marketing & Advertising  
Photography & Visual Culture  
Global Design  
Games 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 & Graphic Communication	ENG
12*	<b>Choose one</b> of the following: <ul style="list-style-type: none"><li>• Industrial Design</li><li>• Production Design</li><li>• Communication Design</li><li>• Visual Design</li></ul>	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 & Graphic Communication	ENG
12*	<p><b>Choose one</b> of the following:</p> <ul style="list-style-type: none"> <li>• Photography Project</li> <li>• Digital Laboratory</li> <li>• Analog Photography Lab</li> </ul>	PT

### Pack – Spring Term

ECTS	COURSE	LANGUAGE
6	Branding	ENG
3	Creativity and Innovation	ENG
3	Portuguese Language and Culture	ENG
6	Drawing & Graphic Communication	ENG
12*	<p><b>Choose one</b> of the following:</p> <ul style="list-style-type: none"> <li>• Advanced Representation Lab</li> <li>• Audiovisual Direction &amp; Production</li> <li>• Photography &amp; Publicity</li> </ul>	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 – 1<sup>st</sup> 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 – 2<sup>nd</sup> 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 – 3<sup>rd</sup> 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 – 1<sup>st</sup> 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 – 2<sup>nd</sup> 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 – 1<sup>st</sup> 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 **2<sup>nd</sup> year**, must have taken at least one class in 'Programming Fundamentals' (or equivalent);
- Students wanting to enroll our **3<sup>rd</sup> year**, must have taken at least one class in 'Programming Fundamentals' (or equivalent) and a class in 'Object Oriented Programming' (or equivalent).

#### Pack 2 – 2<sup>nd</sup> 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 – 3<sup>rd</sup> 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 – 1<sup>st</sup> 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 – 2<sup>nd</sup> 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 **2<sup>nd</sup> year**, must have taken at least one class in 'Programming Fundamentals' (or equivalent);

# Academic Offer

## BA in Creative Technologies Packs – Fall Term

### Pack 1 – 1<sup>st</sup> Year

ECTS	COURSE	LANGUAGE
2,5	Programming Fundamentals	ENG
2,5	Data Science Fundamentals	ENG
2,5	Cyberculture, Internet and Social Media	ENG
2,5	Information Design	ENG
2,5	Digital Aesthetics	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 – 2<sup>nd</sup> 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 – 3<sup>rd</sup> 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 – 1<sup>st</sup> 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 – 2<sup>nd</sup> 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

\* Only select Project I / Project II if you select the whole program (PBL methodology).

\*\* 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,  
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 Universidade Europeia

# ACADEMIC OFFER

PORTUGUESE PACKS

## BACHELOR'S DEGREES / LICENCIATURAS

Design

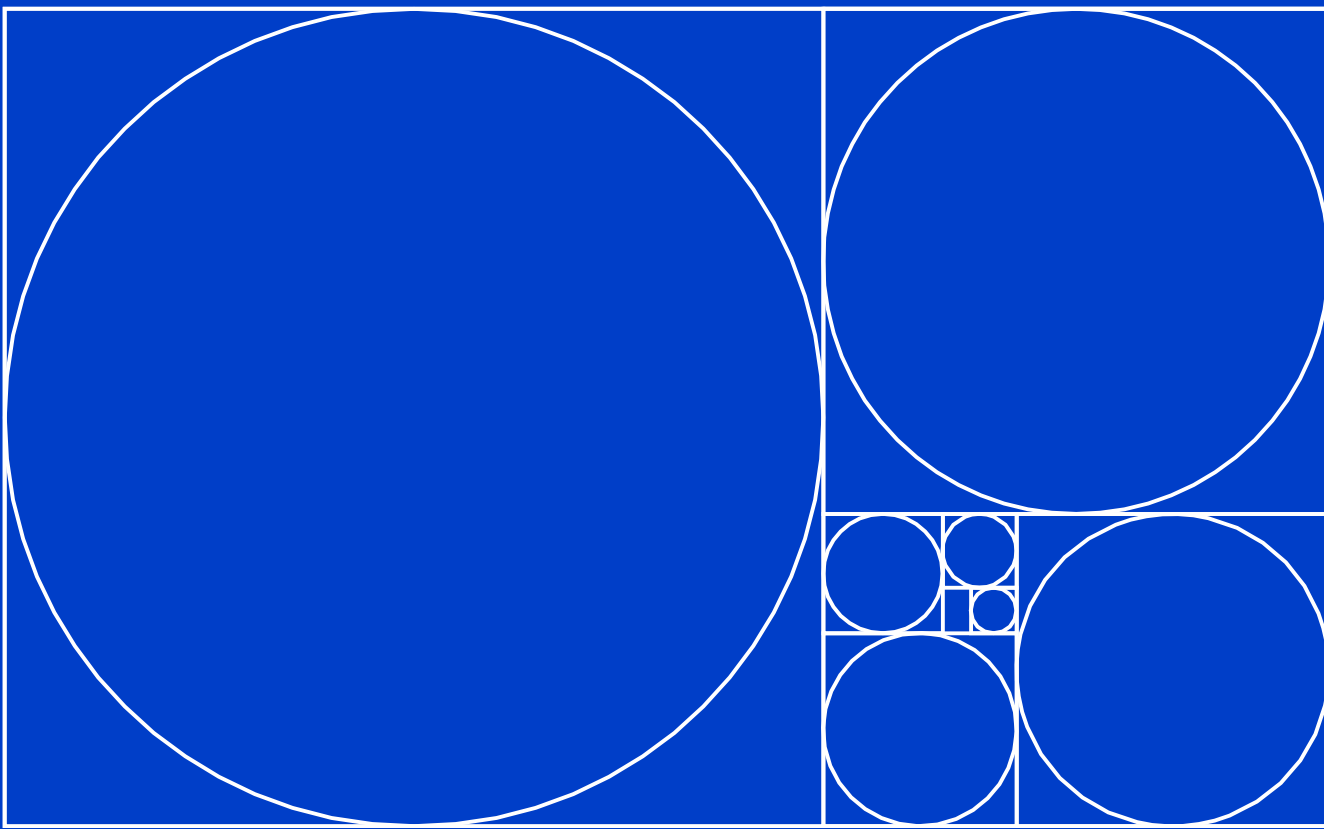
Marketing e Publicidade

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 <b>OU</b> Narrativa Visual	PT
3	História do Design em Portugal <b>OU</b> Filosofia da Arte e do Design	PT
3	Empreendedorismo <b>OU</b> História e Teoria da Publicidade	PT
3	Técnicas Discursivas <b>OU</b> Metodologia do Design	PT
6	Modelação Digital 3D <b>OU</b> Design Multimédia	PT
12	Design de Produção <b>OU</b> Design de Comunicação	PT

# Academic Offer

## Licenciatura em Marketing e Publicidade

### Pack – 1º e 2º Semestre

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Estudos de Mercado (bloco 1) <b>OU</b> Marketing Relacional e CRM (bloco 2)	PT
6	Comunicação Publicitária (bloco 1) <b>OU</b> Laboratórios de Audiovisuais e Produção Multimédia (bloco 2)	PT
6	Relações Públicas e Gestão de Eventos (bloco 1) <b>OU</b> Distribuição e Logística (bloco 2)	PT
6	Gestão de Produto (bloco 1) <b>OU</b> Gestão Financeira (bloco 2)	PT
3	Texto Publicitário (bloco 1) <b>OU</b> Branded Content e Storytelling (bloco 2)	PT
3	Marketing de Serviços (bloco 1) <b>OU</b> Empreendedorismo (bloco 2)	PT

\*Se misturarem Unidades Curriculares de bloco 1 e bloco 2, há maior probabilidade de sobreposições horária entre UCs.

\*Em MP em Português, os estudantes podem ter Unidades Curriculares lecionadas em 2 campus diferentes – IADE (Santos) e Universidade Europeia (QBN – Carnide)

# Academic Offer

## Licenciatura em Fotografia e Cultura Visual

### Pack – 1º Semestre

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

### Pack – 2º Semestre

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

# Academic Offer

## Licenciatura em Animação e Criação Visual

### Pack – 2º semestre

#### 1º ano

ECTS	COURSE	LANGUAGE
3	Anatomia e Biomecânica	PT
6	Fotografia	PT
9	Laboratório: Animação 2D	PT
9	Oficina: Concept Art e Ilustração Digital	PT
3	Semiótica e Retórica Visual	PT

#### 2º ano

ECTS	COURSE	LANGUAGE
3	Cultura Pop e Tendências	PT
6	Edição e Pós-Produção	PT
3	Estética Digital	PT
9	Laboratório: Animação Integrada	PT
9	Oficina: Som	PT

#### 3º ano

ECTS	COURSE	LANGUAGE
15	Atelier de Animação e Criação Visual II	PT
3	Criatividade e Inovação nas Indústrias Criativas	PT
3	Design Portfólio e Showreel	PT
6	Gestão de Projeto e Pipelining	PT
3	Seminário de Criação Visual II	PT

\*O Estudante deve escolher um dos packs relativo a cada ano curricular.

\*\*O Estudante pode no máximo incluir 1 a 2 Unidades Curriculares de um ano diferente.

# 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
3	Métodos Quantitativos	PT
3	Inglês	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

1<sup>st</sup> Semester (Autumn Semester): June 7<sup>th</sup>  
2024

2<sup>nd</sup> Semester (Spring Semester)  
October 31<sup>st</sup> 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.

# IADE - Faculty of Design, Technology and Communication

## Santos Campus



[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



# Universidade Europeia QBN (Carnide Campus)



Estrada da Correia, nº53 1500-210 Lisboa

## Bus (Carris)

726 – Pontinha (Center) – Sapadores; 729 – Bairro Padre Cruz – Algés

768 – Quinta Olival – Cidade Universitária

## Subway (Metro)

Station: Carnide (Blue line)

## Bus - Vimeca

143 – Amadora Este – Pontinha; 128-  
Dolce Vita – Colégio Militar







Faculdade de Design,  
Tecnologia e Comunicação  
Universidade Europeia

# GET IN TOUCH WITH US!



[iade.europeia.pt](http://iade.europeia.pt)



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