Faculdade de Design, Tecnologia e Comunicação
Universidade Europeia

International Experience

Global career-oriented learning experience

Faculdade de Design, Tecnologia e Comunicação
Universidade Europeia

WHY STUDY AT IADE - Universidade Europeia?

Universidade Europeia prepares students for the global world, providing them with knowledge from each scientific area, but also with a set of personal and social skills which makes them active citizens and agents of change, in addition to being globally capable professionals.

It stands out for its ability to innovate and for its differentiated academic model which is founded on the principles of quality, internationalisation and the proximity to business and the labour market. Universidade Europeia brings to its students a multicultural career-oriented learning experience.

Besides, Universidade Europeia is located in Lisbon one of the most beautiful and cosmopolitan cities in Europe, where the students will have the chance to enjoy a very enriching experience.

The interested students can study at Universidade Europeia for a small period of time, through an exchange programme or enrol directly in an undergraduate or graduate degree.

PORTUGAL

A country where you feel at home!

When we think about Portugal, we think about:

- Rich History
- Beauty
- Culture
- Friendly population!!!
- Amazing weather
- Low living costs

From North to South, you will find special places where you will feel at home.

Our Official language is Portuguese, but we are quite open to speak other languages – communication is not going to be an issue! Hospitality and tolerance is part of our DNA. We are good people indeed!

We are located in Western Europe and Spain borders. We have safe and fast connections to other European cities that are only a few hours away.

WHY LIVE IN LISBON?

- A cosmopolitan city full of havens, History and culture!

- Europe's greatest weather;

- Amazing light and special blue sky;

- One of the least expensive cities to live in Europe;

- Amazing food, amazing wine;

- Full of bars and nightlife;

- Wonderful beaches 20 minutes away from downtown;

- A river that feels like the sea;

- A city built on seven hills, with fabulous views;

- The houses have more colours than a box of Legos;

- One of the safest capitals of Europe!

DESIGN, TECHNOLOGY AND COMMUNICATION FACULTY
FACULDADE DE DESIGN, TECNOLOGIA E COMUNICAÇÃO

SANTOS CAMPUS LOCATION

Avenida D. Carlos I, n°4 1200-649 Lisboa

SEE MAP

Bus - Carris

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

Subway

Cais do Sodré Station (green line)

Train - CP

Santos Station
Cais do Sodré Station (Cascais line)

Boat - Transtejo

Cais do Sodré Station

IMPORTANT INFORMATION TO TAKE INTO CONSIDERATION BEFORE APLYING:

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 a **BILINGUAL** framework, classes are taught in a combination of Portuguese and English. An effort will be made to ensure that the same time is dedicated to both but we cannot assure that this is so.

3) In an **ENGLISH** framework, classes are taught in English.

4) Courses not specified in this list are taught in Portuguese.

5) Students who do not send in their complete application (including Learning Agreement) within the specified dates will not be accepted.

6) We are **not responsible** for schedule incompatibilities.

7) Students are not allowed to choose any extra subject outside their chosen study pack.

8) Students from Bachelor cannot choose courses from Masters. Master students can choose packs from Bachelors.

9) With the exception of *Interaction Design*, there are no academic packs for the Masters. Students may choose courses from different Master Majors for achieving the 30 ECTS needed.

10) 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.**

ACADEMIC OFFER
2020 / 2021

ENGLISH / TUTORIAL / BILINGUE **PACKS**

BACHELOR'S DEGREES

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

MASTER'S DEGREES

- Design and Visual Culture
- Design and Advertising
- Product Space Design

PHD

- Design

UNDERGRADUATE ACADEMIC OFFER

BA DESIGN   (Santos Campus)

DESIGN PACK – FALL AND SPRING TERMS		
ECTS	**COURSE**	**LANG.**
6	Branding	Eng
3	Creativity and Innovation	Eng
3	Portuguese Language and Culture	Eng
6	Illustration	Eng
12*	Industrial Design **OR** Production Design **OR** Communication Design **OR** Visual Design	Tutorial

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

** For a better understanding of what Tutorial mode means please read page 7.

UNDERGRADUATE ACADEMIC OFFER

BA MARKETING & ADVERTISING   (Santos Campus)

ECTS	COURSE		LANG.
	**M&A PACK – FALL AND SPRING TERMS**		
6	Branding		Eng
3	Creativity and Innovation		Eng
3	Online Marketing and Interactive Communication		Eng
3	Portuguese Language and Culture		Eng
3	Web Design		Tutorial
12*	Audiovisual and Multimedia Production	**OR**	Tutorial
	Marketing Plan	**OR**	
	Production Design	**OR**	
	Communication Design		

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

** For a better understanding of what Tutorial mode means please read page 7.

UNDERGRADUATE ACADEMIC OFFER

BA PHOTOGRAPHY & VISUAL CULTURE (Santos Campus)

P&VC PACK – FALL TERM

ECTS	COURSE	LANG.
6	Branding	Eng
3	Creativity and Innovation	Eng
3	Portuguese Language and Culture	Eng
6	Illustration	Eng
12*	Photography Project **OR** Digital Laboratory **OR** Analog Photography Lab	Tutorial

P&VC PACK – SPRING TERM

ECTS	COURSE	LANG.
6	Branding	Eng
3	Creativity and Innovation	Eng
3	Portuguese Language and Culture	Eng
6	Illustration	Eng
12*	Advanced Representation Lab **OR** Audiovisual Direction & Production **OR** Photography & Publicity	Tutorial

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

** For a better understanding of what Tutorial mode means please read page 7.

BA GLOBAL DESIGN   (Santos Campus)

GD – FALL TERM PACK 1

ECTS	COURSE	LANG.
1st Year		
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
5/6	Optional	Eng/Pt

GD – FALL TERM PACK 2

ECTS	Course	LANG
2nd Year		
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
5/6	Optional	Eng/Pt

GD – FALL TERM PACK 3

ECTS	COURSE	LANG
3rd Year		
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
5/6	Optional	Eng/Pt

Note on packages 1, 2 & 3:

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

BA GLOBAL DESIGN   (Santos Campus)

GD – SPRING TERM PACK 1

1st Year

ECTS	COURSE	LANG
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
5/6	Optional	Eng/Pt

GD – SPRING TERM PACK 2

2nd Year

ECTS	COURSE	LANG
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
5/6	Optional	Eng/Pt

**Note on Packs 1 & 2:**

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

BA GLOBAL GAMES & APPS DEVELOPMENT (Santos

G&AD – FALL TERM PACK 1

1st Year

ECTS	COURSE	LANG
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

G&AD – FALL TERM PACK 2

2nd Year

ECTS	COURSE	LANG
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

G&AD – FALL TERM PACK 3

3rd Year

ECTS	COURSE	LANG
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

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).

BA GLOBAL GAMES & APPS DEVELOPMENT (Santos

G&AD – SPRING TERM PACK 1

ECTS	COURSE	LANG
	1st Year	
6	Computer Networks	Eng
12	Web Programming	Eng
6	Databases	Eng
3	Web Project	Eng
3	Creativity&Critical Thinking	Eng

G&AD – SPRING TERM PACK 2

ECTS	COURSE	LANG
	2nd Year	
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

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);

- a class in 'Object Oriented Programming' (or equivalent).

UNDERGRADUATE ACADEMIC OFFER

BA GLOBAL CREATIVE TECHNOLOGIES (Santos

CREATIVE TECHNOLOGIES – FALL TERM PACK 1		
1st Year		
ECTS	**COURSE**	**LANG**
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

CREATIVE TECHNOLOGIES – FALL TERM PACK 2		
2nd Year		
ECTS	**COURSE**	**LANG**
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

Students wanting to enroll our BA in Creative Technologies <u>must have</u> taken at least one class in 'Programming Fundamentals' (or equivalent).

BA GLOBAL CREATIVE TECHNOLOGIES (Santos

CREATIVE TECHNOLOGIES – SPRING TERM PACK 1		
1st Year		
ECTS	**COURSE**	**LANG**
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

CREATIVE TECHNOLOGIES – SPRING TERM PACK 2		
2nd Year		
ECTS	**COURSE**	**LANG**
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

Students wanting to enroll our BA in Creative Technologies <u>must have</u> taken at least one class in 'Programming Fundamentals' (or equivalent).

DESIGN & ADVERTISING (Santos Campus)

D&A – FALL TERM		
ECTS	**COURSE**	**LANG.**
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

D&A – SPRING TERM		
ECTS	**COURSE**	**LANG.**
9	Advertising Design Project	Tutorial
6	Media Strategy	Tutorial
6	Living Lab	Tutorial
6	Audiovisual Production Lab	Tutorial

MASTER ACADEMIC OFFER

DESIGN MANAGEMENT (Santos Campus)

D&A – SPRING TERM		
ECTS	**COURSE**	**LANG.**
6	Business Design	Tutorial

NOTE: This class have a limit of 5 spots available.

MASTER ACADEMIC OFFER

PRODUCT AND SPACE DESIGN   (Santos

P&SD – FALL TERM		
ECTS	**COURSE**	**LANG.**
9	Product Design	Tutorial
6	Modelling and Prototyping	Tutorial
6	Product and Environment Ergonomics	Tutorial

P&SD – SPRING TERM		
ECTS	**COURSE**	**LANG.**
9	Environmental Design	Tutorial
6	Equipment and Space Design	Tutorial
3	Scenography and Photographic Production	Tutorial

DESIGN & VISUAL CULTURE   (Santos

D&A – FALL TERM		
ECTS	**COURSE**	**LANG.**
6	Art and Visual Culture	Eng
9	Visual Culture Project	Eng
6	Photography	Eng
6	Typography	Eng
3	Methodology	Eng

D&A – SPRING TERM		
ECTS	**COURSE**	**LANG.**
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

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

MASTER ACADEMIC OFFER

INTERACTION DESIGN   (Santos Campus)

INTERACTION DESIGN – FALL TERM

ECTS	COURSE	LANG.
7	Interaction Design Lab I: Ideation	Eng
7	Interaction Design Lab II: Interface Design	Eng
3,5	Narratives and Interactive Storytelling	Eng
3,5	Digital Media Culture	Eng
3,5	User Studies	Eng
3,5	Usability and User Experience	Eng
2	Leadership and Team Management	Eng

INTERACTION DESIGN – SPRING TERM

ECTS	COURSE	LANG.
7	Interaction Design Lab III: Interactive Prototyping	Eng
7	Interaction Design Lab IV: Implementation	Eng
3,5	Content Strategy	Eng
3,5	System Design	Eng
3,5	Entrepreneurial Business Design	Eng
3,5	Programming Fundamentals	Eng
2	International Seminars in Interaction Design and UX	Eng

*NOTE: Interaction Design courses are taught in semester blocks. **This means that a student must enroll in ALL the courses for the semester.***

PHD ACADEMIC OFFER

DESIGN (Santos Campus)

FALL TERM		
ECTS	**COURSE**	**LANG.**
2	Introduction to the Fundaments 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

SPRING TERM		
ECTS	**COURSE**	**LANG.**
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

ACADEMIC OFFER
2020 / 2021

PORTUGUESE **PACKS**

BACHELOR'S DEGREES / LICENCIATURAS

- Design

- Marketing and Advertising   **Marketing e Publicidade**

- Photography and Visual Culture   **Fotografia e Cultura Visual**

- Computer Engineering   **Engenharia Informática**

- Communication Sciences   **Ciências da Comunicação**

- Computer Management   **Informática de Gestão**

LICENCIATURA EM DESIGN   (Santos Campus)

DESIGN PACK – 1º E 2º SEMESTRES

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

UNDERGRADUATE ACADEMIC OFFER

LICENCIATURA EM MARKETING & PUBLICIDADE (Santos Campus)

M&A PACK – 1º E 2º SEMESTRES		
ECTS	**UNIDADE CURRICULAR**	**LÍNGUA**
3	Estudos de Mercado **OU** Marketing Direto e Bases de Dados	Pt
3	Comunicação Promocional e Merchandising **OU** Técnicas de Negociação Comercial	Pt
3	Distribuição Comercial **OU** Texto Publicitário	Pt
3	Estratégia de Marketing **OU** Finanças Aplicadas ao Marketing	Pt
6	Economia **OU** Gestão Empresarial	Pt
12	Laboratório de Comunicação **OU** Audiovisuais e Produção Multimédia	Pt

LICENCIATURA EM FOTOGRAFIA & CULTURA VISUAL (Santos Campus)

	F&CV 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

LICENCIATURA EM FOTOGRAFIA & CULTURA VISUAL| Santos Campus)

F&CV 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

UNDERGRADUATE ACADEMIC OFFER

BA CIENCIAS DA COMUNICAÇÃO (Santos Campus)

CC PACK – 1º SEMESTRE

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Estudos Culturais	PT
6	Fundamentos das Relações Públicas	PT
6	Géneros Jornalísticos	PT
6	Fundamentos da Publicidade	PT
3	Ética e Deontologia Profissional	PT
3	Arte e Cultura Contemporânea	PT

CC PACK – 2º SEMESTRE

ECTS	UNIDADE CURRICULAR	LÍNGUA
6	Escrita Criativa	PT
6	Cultura e Tecnologias Audiovisuais	PT
6	Cibercultura, Internet e Redes Sociais	PT
6	Mercados Mediáticos, Públicos e Audiências	PT
6	Gestão Empresarial	PT

UNDERGRADUATE ACADEMIC OFFER

BA ENGENHARIA INFORMÁTICA (Santos Campus)

ENGEN. 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

ENGEN. INFORMÁTICA – 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

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

UNDERGRADUATE ACADEMIC OFFER

ECTS	UNIDADE CURRICULAR	ANO
INFORMÁTICA GESTÃO – PACK 1º SEMESTRE		
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

ECTS	UNIDADE CURRICULAR	ANO
INFORMÁTICA GESTÃO – PACK 2º SEMESTRE		
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

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

MOBILITY APPLICATION

1ST SEMESTER OR AUTUMN SEMESTER

Non-European Students: 15th May

European Students: 31st May

2nd SEMESTER OR SPRING SEMESTER

Non-European Students: 15th October

European Students: 31st October

REQUIRED DOCUMENTS TO SUBMIT

- Personal photo (JPG Format)
- Academic Transcript (PDF Format)
- Learning Agreement
- ID or Passport Copy
- Health Insurance Proof
- **Portfolio or other academical documents required**

LINK TO ONLINE APPLICATION

To be sent when the student is nominated.

DON'T WAIT FOR AN OPPORTUNITY.

CREATE IT!

USEFUL INFORMATION

PORTUGUESE CULTURE AND LANGUAGE COURSE FOR INCOMING STUDENTS

Introduction to the Portuguese culture, basic grammar structure, pronunciation and vocabulary; cultural visits.

HOUSING

University Accommodation Portal: https://accommodation.europeia.pt/

Other options:
• Collegiate
• Uniplaces
• Study in Lisbon
• Erasmus Life Lisboa
• ESN Lisboa

INSURANCE

Incoming students must have Health insurance and Personal Accident Insurance.

VISA

Non-European students must have student visa.

INTERNATIONAL STUDENTS SUPPORT

Welcome Week

The international office of Universidade Europeia organizes a Welcome Week for incoming students twice a year, usually a week before the beginning of the semester. We strongly recommend all incoming students to attend this event, since it will offer the opportunity to:

- **Get to know the other incoming students** and the locals through fun team building & other activities (dinners, guided tours, parties)
- **Get support** in housing, transports, bank account, visas, and other social and cultural supports.
- **Explore Lisbon** with our local students and dive into student life.
- **Deal with all de mobility documents, social and personal issues** concerning the mobility period with the intensive support of the international office.

International Culture Fair

Once a semester is organized a day especially dedicated to the incoming students. On this day all students are invited to bring a little of their culture to our campuses.

Get prepared for this! Bring with you everything you think you can use to present your Country: ingredients for typical dishes, typical costumes, music, symbols, flags etc.

CONTACT US

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INSTITUTIONAL AND INTERNATIONAL RELATIONS COORDINATOR
Mafalda Homem de Melo

INTERNATIONAL OFFICE COORDINATOR
Liliana Rosalino