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Nota di contenuto

Creative graphic thinking and contemporary graphic representation -- Design for non-designers (D4ND) -- Codesigners of Classroom 52: a case study for codesign in active citizenship -- Articulating design-led active pedagogy towards craft heritage preservation in Portugal -- Graphic expression and semantic analyze on brand mark creation -- Research Project Management in Communication Design: Design Methodology Applied to Communication Design Research -- An impact-centred tool for developing design students' capacity for sustainable transformation -- Education in a Technology-Shaped World: Which Learning Model Helps Preparing for the Knowledge-Based Societies -- Learning to communicate. Notes on the technological empowerment of communication design -- Printing laboratories practices: The i.E. Magazine case study.

Sommario/riassunto

This book presents the outcomes of recent endeavors that will contribute to significant advances in the areas of communication design, fashion design, interior design and product design, music and musicology, as well as overlapping areas. Gathering the proceedings of the 7th EIMAD conference, held on May 14–15, 2020, and organized by the School of Applied Arts, Campus da Talagueira, in Castelo Branco, Portugal, it proposes new theoretical perspectives and practical research directions in design and music, while also discussing teaching practices and some areas of intersection. It addresses strategies for communication and culture in a global, digital world, that take into account key individual and societal needs. .