BACHELOR'S DEGREE

DIGITAL PRODUCTION FOR BRANDING

DIGITAL PRODUCTION FOR BRANDING

The Bachelor's Degree in Digital Production for Branding, a first cycle degree with a duration of six semesters (180 ECTS), aims to train digital professionals with relevant technical, creative and analytical skills, and a robust profile that can meet the challenges of contemporary brand communication.

In a constantly changing market that is eager for adaptability and attention to new trends in behaviours and technology, marked by emerging needs from corporations in the areas of communication and marketing, the Degree in Digital Production for Branding anticipates these trends by offering comprehensive training for future professionals. They will be capable of planning and deciding, but also of executing and implementing.

With a strong foundation in marketing, communication design and media design, this course was designed to address the current needs of industrial, service and commercial businesses and provides a broad-based learning experience. With a balance between theoretical content and applied practice, it prepares students to a full-stack approach to planning, conceptualizing, operationalizing and analysing organizational communication strategies.

Professional Opportunities
This degree aims to offer students a balanced experience between the academic environment and the corporate reality, promoting work habits in multidisciplinary teams and interaction with the most current technological and social trends, within the scope of an organizational communication strategy. Thus, graduates will be able to intervene professionally upstream of that strategy, such as within boards of directors, marketing departments and/or communication departments, as well as downstream, via a direct or indirect relationship with communication and/or advertising agencies, media outlets, communication and marketing departments. They will also be equipped to operate in a freelancing context in the areas of graphic design, digital marketing, SEO/SEM, UX, analysis and benchmarking, analogue graphic arts, product visualization, audiovisual production, personal brand activation, web presence and digital influencing, among others.

What Makes this Course Different?
The Degree in Digital Production for Branding at IPMAIA provides a full professional and personal development for students; it is enhanced by the academic relationship with highly qualified teachers and has a strong connection to the world of organizations and businesses, in the context of an excellent academic campus.
Building a comprehensive, high-quality professional portfolio is also one of the main priorities of this course. This approach, supported by a semester under a 'project-based learning' regime, backed by partners from the business community and followed by a guaranteed curricular internship, aims to steer students towards a smooth transition to the national or international job market.
Portuguese students will be able to contact with colleagues from different nationalities, cultures and visions, and may also benefit from incentives for international exchange programmes.

YEAR 1

SEMESTER 1 • 30 ECTS

- 6 Introduction to Design and Typography
- 6 Digital Image Laboratory
- 5 Communication Industries
- 4 Copywriting and Commercial Writing
- 5 Perception and Visual Culture
- 4 Society and Digital Literacy

SEMESTER 2 • 30 ECTS

- 5 Web Technologies
- 5 Design Methodologies
- 5 Storytelling and Creative Writing
- 5 Fundamentals of Marketing
- 5 Communication Theories
- 5 Audiovisual Production

YEAR 2

SEMESTER 1 • 30 ECTS

- 5 Communication Design
- 5 Project in Digital Production
- 5 Market Research
- 5 Marketing Communication
- 5 3D Modelling and Rendering [1]
- 5 Post-Production and Audiovisual Distribution [1]
- 5 Commercial Photography [1]
- 5 Platforms and Web Development [1]

SEMESTER 2 • 30 ECTS

- 5 Design and Brand Identity
- 5 Project in Communication Planning and Management
- 5 Branding and Brand Management
- 5 Digital Marketing
- 5 Interactive Virtual Environments [2]
- 5 Animation and Motion Design [2]
- 5 Graphic Production and Pagination [2]
- 5 Web Design [2]

YEAR 3

SEMESTER 1 • 30 ECTS

- 6 Integrated Project in a Real Institutional Context
- 4 Entrepreneurship and Digital Portfolio
- 5 User Experience Design
- 5 Campaigns and Metrics Analysis
- 5 Brand Activation and Merchandising [3]
- 5 Audiovisual Workshop [3]
- 5 Information Design [3]
- 5 Platforms and E-Business Technologies [3]

SEMESTER 2 • 30 ECTS

- 4 Copyright
- 4 Privacy and Data Protection
- 22 Internship / Project

[1] - Choose 2 CU from this group
[2] - Choose 2 CU from this group
[3] - Choose 2 CU from this group

FOR FURTHER INFORMATION

◉ ipmaia.pt • ⬤ fb.com/ipmaia.pt

Exclusive conditions

- Extensive parking on campus.
- A comfortable, welcoming environment throughout the campus.
- Easy access by public transport, particularly the metro at ISMAI station.
- An environment with new technologies and sport, improved with the construction of a new, state-of-the-art sports complex.

Address

Avenida Carlos de Oliveira Campos
Castêlo da Maia
4475-690 Maia

Telephone number: (+351) 229 866 026
E-mail: info@ipmaia.pt

Ⓜ Ⓒ
Metro/Line C - ISMAI

INSTITUTO
POLITÉCNICO
DA MAIA **IPMAIA**