



the **shasha** project

**sh**aking and  
**sh**aping up  
**Lisbon**

digital media devices workshop

"the **shasha** project "

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**Graphic design** main goal is **to communicate effectively and in a useful way.**

An **image** which communicates an idea presupposes the use of a **visual language.**

Just as people can «**verbalize**» their thinking, they can «**visualize**» it.

A diagram, a map, a data visualization, an interface... are all examples of uses of visual language.

Its structural units include line, shape, color, form, motion, texture, pattern, direction, orientation, scale, angle, space and proportion.

"the **shasha** project "

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What does it means ?

Why is it important ?

## **... because :**

- we have a lot of publications and devices about official Lisbon.
- many visitors are interesting to understand what it is phenomenon of Lisbon tourism.
- what is it means to visit Lisbon ?

## Claim

**An uncommon vision of Lisbon in order to have an exceptional visit of the city.**

The art direction goal is **how to map** the city with this perception.

## How ?

- by the **creation** of a **mobile application**.

**Discovering and mapping Lisbon** for the creation of a **mobile application** in order to have an exceptional visit of the city.

Lisbon and its surroundings touristic hot spots with really weird ones...

**The ambition of this app is to have a new experience of the city, a disruption with the common tourist trip.**

## Where ?

Cais do Ginjal ; Trafaria ; Paço do Lumiar ;  
Mouraria ; Intendente ; Loja das Sardinhas ;  
Loja Vida Portuguesa ; Castelo de São Jorge ;  
Miradouro da nossa Senhora do Monte ;  
Palácio das Necessidades ; MAAT ;  
Centro Cultural de Belém ; Museu dos Coches ;  
Museu de Arte Antiga ; Museu da Marioneta,  
among other possibilities...

## Day 1 : Monday February 5th

14:00 - 17:00 p.m.

- Workshop introduction ;
- Form 10 groups with 6 students : 3 FR + 3 PT ;
- Goal at the end of the week ;
- Distribution of the spots to visit ;
  
- First site visit survey : photo, drawings, annotations...

**the groups of students in a self-guided visit**

## **Day 2 : Tuesday February 6th**

**09:00 a.m. - 13:00 p.m.**

- Second students visit survey : go to the different places of the city and research in situ, to collect interesting information.

**lunch break from 13 to 14 p.m.**

**14:00 - 18:00 p.m.**

Orientation session :

- mind-map as a cumulative group assignment ;
- groups present their ideas ;
- discussion.

## **Day 3 : Wednesday February 7th**

Groups 1 to 5 - **09:00 a.m. - 13:00 p.m.**

Groups 6 to 10 - **14:00 - 16:00/16:30 p.m.**

- groups work on their concept 3 hypotheses and 3 scenarios, contents and storyboard of the collected materials ;
- each group propose 3 dissimilar viewpoints of art direction : transgressive, subversive and experimental ;
- validation of a scenario.

**lunch break from 13 to 14 p.m.**

**MAAT Museum guided tour 17:00 -18:30**

## Day 4 : Thursday February 8th

Groups 6 to 10 - **09:00 a.m. - 13:00 p.m.**

Groups 1 to 5 - **14:00 - 18:00 p.m.**

- validated scenario development ;
- formal and technical design of the **mobile application.**

**lunch break from 13 to 14 p.m.**

**Day 5 : Friday February 9th**  
**09:00 a.m. - 13:00 p.m.**

- finalization of the projects design ;
- presentation and projection of the 10 projects.

lunch break from 13 to 14 p.m.