

ABSTRACT

“Design is so simple, that's why it's so complicated.”

Paul Rand

The passage of the higher education for the world of work is one of the most frightening steps to a student. In this context the opportunity to be a curricular internship in owned last year of the master of Editorial Design, integrated into the high school of technology-Polytechnic Institute of Tomar, one of the main stages of preparation for the performance of a profession, since it is not only of theoretical and practical knowledge but also, and mainly, the introduction in a medium in which all experiences of career you want to embrace, are present.

In this way, this report of training course corresponds to practical work developed by student Vanessa Estevão over six months, in September 15, 2014 period to March 15, 2015, on company PM Media, located in the central business district of Lyon, in Matosinhos, Porto.

To complement this report, developed a theoretical study on trends of minimalist design that supports the practical content (stage) of the report.

Keywords: Curricular Internship, Editorial Design, PM Media, Minimalist Design, Trends
