Course Unit	Multimedia			Field of study	Audiovisuals		
Bachelor in	Marketing			School	School of Public Management, Communication and Tourism		
Academic Year	2023/2024	Year of study	2	Level	1-2	ECTS credits	6.0
Type	Semestral	Semester	2	Code	9205-714-2205-00-23		

Workload (hours)	162	Contact hours	T	-	TP	60	PL	-	TC	-	S	-	E	-	OT	-	O	-

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Vítor José Domingues Mendonça

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand the concepts associated with Internet and World Wide Web;
2. Understand the fundamental concepts associated with the study area of multimedia and the different media types;
3. Develop capabilities in the use of services and tools to create content;
4. Use writing techniques and design for the web;
5. Use content management systems (CMS);
6. Know and apply the markup language and styles for the specification of the format, structure and content.

Prerequisites

Before the course unit the learner is expected to be able to:
The student must have computer literacy.

Course contents

Concepts associated with Internet and World Wide Web;
Writing techniques and design for the web;
Development stages of a multimedia project;
Multimedia Content.

Course contents (extended version)

1. Concepts associated with Internet and World Wide Web
    - Internet
    - World Wide Web
    - Browsers
    - Hypertext
    - Hypermedia
    - HTML Language and CSS
    - W3C
    - Web X. 0
2. Writing techniques and design for the web
    - Web writing aspects
    - Information architecture
    - Navigation system
    - Evaluation
3. Development stages of a multimedia project
    - Collection of information
    - Planning
    - Development
    - Publishing and testing
    - Monitoring and maintenance
4. Multimedia Content
    - Static Media
    - Dynamic Media
    - Analogic versus Digital

Recommended reading

1. Abreu, L. (2015). HTML 5. FCA Editora. ISBN: 978-972-722-821-8
2. Maccedo, P. (2017). A Arte de Escrever para a Web. Lisboa: DVS Editora. ISBN: 8582891571, 9788582891575
3. Ribeiro, N. (2012). Multimédia e Tecnologias Interactivas. Lisboa: FCA Editora. ISBN: 9727224156.
4. Ughetto, V. (2007). CSS, Criação Inovadora de Sites. Lisboa: FCA Editora. ISBN: 9789727225200.
5. Gonçalves, D. Fonseca, M. J. Campos, P. (2017). Introdução ao Design de Interfaces. Lisboa: FCA Editora. ISBN: 978-972-722-870-6

Teaching and learning methods

Contact hours: Explanation of concepts, conducting practical exercises to apply the concepts, and support for group work. Non-contact hours: Exercises, research work and development of a multimedia project.

Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
    - Case Studies - 25% (Evaluation continues assiduousness and student engagement in solving the proposed exercises.)
    - Practical Work - 20% (Website developed in HTML and CSS languages. Minimum evaluation mark 7/20.)
    - Projects - 35% (Group work: Develop a multimedia project. Minimum evaluation mark 8/20.)
    - Final Written Exam - 20% (Individual evaluation (minimum evaluation mark 8/20))
2. Final evaluation - student worker - (Student Worker) (Final, Supplementary, Special)
    - Case Studies - 25%
    - Practical Work - 20%
    - Projects - 35%
    - Final Written Exam - 20%

Assessment methods

3. Exchange students - (Regular) (Final, Supplementary, Special)
   - Practical Work - 100% (Pratical work related to creating digital content.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Vítor José Domingues Mendonça	Luisa Margarida Barata Lopes	Anabela Neves Alves de Pinho	Sonia Paula da Silva Nogueira
27-02-2024	09-03-2024	11-03-2024	13-03-2024