

Course Unit	Integrated Project	Field of study	Audiovisuals and Media Production		
Bachelor in	Multimedia	School	School of Public Management, Communication and Tourism		
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	15.0
Workload (hours)	405	Contact hours	T -	TP -	PL -
			TC -	S -	E -
			OT -	O	60
<small>T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other</small>					

Name(s) of lecturer(s) Ana Lucia Pereira Costa, Arlindo Costa dos Santos, Carlos Sousa Casimiro da Costa, Tiago Jorge Alves Fernandes

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Build a holistic view of multimedia projects and their scope in professional contexts;
2. Work with multidisciplinary teams;
3. Conduct previous recognition studies for the realization of a project in real context;
4. Plan and develop a project through the implementation of design methodologies;
5. Master the process of design, communication and implementation of an integrated multimedia product;
6. Apply systemic methodologies of action in professional context;
7. Plan and design a project according to specifications of real scale;
8. Develop and ground an integrated communication plan.

### Prerequisites

Before the course unit the learner is expected to be able to:  
No Pre-requirement applied

### Course contents

Projects design and development 1. Analysis; 2. Development; 3. Production and implementation; 4. Evaluation; 5. Presentation and communication.

### Course contents (extended version)

1. Analysis:
  - Briefing analysis;
  - Methodological paradigms;
  - Multidisciplinary teams and professional contexts;
  - Design thinking, user-centered design;
  - Research of cognitive psychology, computer science, social psychology, semantics, and market trends;
  - Communication strategy: goals and communication levels;
  - Market analysis | Benchmarking;
  - Opportunities identification - previous studies;
  - Appropriate selection of multimedia mechanics: combination of text, audio, images, video and others.
  - Integrated communication plan.
2. Development:
  - Scenarios projection: affordable, precise, consistent, flexible, functional and usable;
  - Planning and implementation: guides and rules;
  - Navigation scheme: layout, buttons, colour scheme, graphics, analogies and metaphor;
  - Form and structure: consistency; functionality; user control; feedback and usability;
  - Suitable selection and combination of multimedia mechanics;
  - Construction of prototypes: mock-ups;
  - Evaluation and decision-making: user feedback;
  - Pre-production context.
3. Production and implementation:
  - Construction of a final product
  - Final tests: usability, integration, performance, communication.
4. Evaluation:
  - Test and evaluation in context;
5. Presentation and communication:
  - Technical notebooks and dossier;
  - Project defense - Public presentation.

### Recommended reading

1. Neumeier, M. (2005). The brand gap. How to bridge the distance between business strategy and design. Berkeley: New Riders;
2. Bürdek, B. (2006). História, Teoria e Prática do Design de Produtos. Tradução Freddy Van, Camp. São Paulo: Edgard Blücher;
3. Budelmann, K. Kim, Y. & Wozniak, C. (2012). Brand identity essentials. 100 principles for designing logos and building brands. 1st edition. Beverly: Rockport publishers;
4. Moraes, D. DE (2010). Metaprojeto: O design do design. São Paulo: Blucher;
5. Bauman, Z. (2015). Desafios do mundo moderno. Ed. Jorge Zahar, Rio de Janeiro.

### Teaching and learning methods

The curricular unit is based on theoretical sessions through audiovisual information, supporting texts and case studies. In the hands-on approach component, the simulation of professional contexts is intended, connecting directly the project to a company proposal. This methodology aims to contextualize theoretical content, testing its real applicability.

### Assessment methods

1. FINAL EVALUATION - (Regular, Student Worker) (Final, Supplementary, Special)
  - Projects - 100%
2. MOBILITY STUDENTS - (Regular, Student Worker) (Final, Supplementary, Special)
  - Projects - 100%

**Language of instruction**

1. Portuguese
2. English

**Electronic validation**

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16-03-2024	03-05-2024	03-05-2024	08-05-2024