

Course Unit	Web Communication	Field of study	Informatics
Bachelor in	Tourism	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	2
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - 60 TP - 60 PL - TC - S - E - OT - O -
Level	1-2	ECTS credits	6.0
Code	9254-532-2201-00-23		

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) Manuel Armando Cadete Portelinha

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. Understand the 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

Understand the concepts associated with Internet and World Wide Web; Understand the importance of the use of writing techniques and design for the web; Know the development stages of a multimedia project; Multimedia Content.

Course contents (extended version)

1. Understand the concepts associated with Internet and World Wide Web
 - Internet
 - World Wide Web
 - Browsers
 - Hypertext
 - Hypermedia
 - HTML Language and CSS
 - W3C
 - Web X. 0
2. Understand the importance of the use of writing techniques and design for the web
 - Web writing aspects
 - Information architecture
 - Navigation system
 - Evaluation
3. Know the 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
5. Strategic concepts in web communication:
 - Web sites and blogs
 - Podcast and vodcast
 - Virtual reality and augmented reality
 - Transmedia
 - Wikis
 - Virtual environments
 - Multi screen and mobile
 - Digital guides

Recommended reading

1. Bill Sanders (2012). Smashing HTML 5 Técnicas para a Nova Geração da Web. Bookman. ISBN: 9788577809608.
2. Reis B.; Castelo A.. (2023). Turismo Digital Uma comunicação para nómadas intermitentes. Livros Horizonte. ISBN: 9789722420761
3. Gabriel, P. A (2022). Front-End: Curso Completo de HTML, CSS e JavaScript. Tech Stuff House. ISBN: 9781777438593
4. John Slavio (2016). A Step-By-Step Beginners' Guide To Build Your Own Wordpress Website From Scratch. ISBN: 9781922301338
5. Lisa Sabin-Wilson. (2024). Wordpress All-In-One For Dummies. JOHN WILEY & SONS INC. ISBN: 9781394225385.

Teaching and learning methods

Contact hours: - Exposure to concepts and practices, followed by practical exercises. - Discussion to elicit from students involvement in the affairs of the school to ensure the acquisition of reflection. Non-contact hours: - Resolution of practical work. - Discussion in a virtual environment to ensure continuous student-teacher involvement.

Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final, Supplementary)
 - Intermediate Written Test - 50% (Individual middle written evaluation. Minimum score of 7 points. Mandatory pre-registration.)

Assessment methods

- Practical Work - 50% (Project - creating digital content. Minimum score of 7 points. Mandatory pre-registration.)
- 2. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 100% (Project - creating digital content. Mandatory pre-registration.)
- 3. Special evaluation - (Regular, Student Worker) (Special)
 - Final Written Exam - 100% (Individual written exam.)
- 4. Distributed evaluation - (Regular, Student Worker) (Supplementary)
 - Final Written Exam - 100% (Individual written exam.)

Language of instruction

Portuguese

Electronic validation

Manuel Armando Cadete Portelinha	Catarina Antónia Martins	Anabela Neves Alves de Pinho	Luisa Margarida Barata Lopes
07-03-2024	19-03-2024	19-03-2024	26-03-2024