

Course Unit	Web Design		Field of study	Audiovisual and Media Production	
Bachelor in	Communication and Journalism		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9662-657-2102-00-23				
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) Edgar Manuel Ribeiro Lamas

### Learning outcomes and competences

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

1. Understand and apply design concepts in the World Wide Wel
2. Use tools for building interfaces;
3. Detain specific notions of Infographics and visualize interative information adapted to new media;
4. Know and apilly HTML (Hypertext-Markup-Language) e CSS (Cascading Style Sheets);

### Prerequisites

Not applicable

### Course contents

- Web design. - Interface design and information architecture. - Infographics and interaction workflow. - Implements web pages.

### Course contents (extended version)

1. Web Design
  - Praticice, methods and languages;
  - Usability and accessibility;
  - Mobile appliances - functions, contexts and requirements.
2. Interface design and information architecture;
  - Prioritizing and planning information;
  - Specifications and performance navigation requirements;
  - Interface design models;
  - Wireframe design and navigation flows.
3. Infographics and interaction workflow
  - Definitions and aplication of contexts infographics;
  - Infotainment visual process;
  - Interactivity and interaton as process workflows.
4. Implements web pages
  - Basics stucture document - general settings
  - Markup hypertext language and stylesheets;
  - Text and image optimization, hyperlinks (tags)
  - Use of Tool CMS (Content manage systems);
  - Implementation of social networks.

### Recommended reading

1. Coelho, P. (2016). HTML5 - Estilos e responsividade. Editora FCA. ISBN: 978-972-722-826-3
2. Daniel Gonçalves, Manuel Fonseca, Pedro Campos (2017). Introdução ao design de interfaces (3ª Edição). Editora FCA. ISBN: 978-972-722-870-6
3. Moggridge, B. (2007) - Design Integration - The MIT Press. Footprint books. ISBN-01: 0262134748
4. Norman, D. A. & Nielsen, j. (2013) - 10 Heristics for user Interface Design. <https://www.nngroup.com/articles/ten-usability-heuristics>
5. Koi, V. (2010) - Ordering Disorder: Grid Principles For Web Design. New Riders. ISBN-10: 0321703537

### Teaching and learning methods

- theoretical: where concepts related to audiovisual information are exposed enhanced by the discussion. - practice: which is shown and tested through simulation of concepts; includes the development of activities that contribute to the application and understanding of the themes; and the realization of the project that results from the materialization of learning and demonstrates skills.

### Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
  - Practical Work - 20% (minimum grade 7 values)
  - Projects - 40% (minimum grade 7 values)
  - Final Written Exam - 40% (minimum grade 7 values)
2. Alternative evaluation - (Regular, Student Worker) (Supplementary, Special)
  - Projects - 50% (minimum grade 7 values)
  - Final Written Exam - 50% (minimum grade 7 values)
3. Mobility - (Regular, Student Worker) (Final, Supplementary, Special)
  - Projects - 50% (minimum grade 7 values)
  - Final Written Exam - 50% (minimum grade 7 values)

### Language of instruction

Portuguese, with additional English support for foreign students.

## Electronic validation

Edgar Manuel Ribeiro Lamas	Manuela Dolores Ferreira Carneiro	Anabela Neves Alves de Pinho	Luisa Margarida Barata Lopes
16-10-2023	17-10-2023	17-10-2023	20-10-2023