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| Course Unit | Option I - Multimedia | | Field of study | Design | |
| Bachelor in | Art and Design - Minor in Visual Arts | | School | School of Education | |
| Academic Year | 2023/2024 | Year of study | 3 | Level | 1-3 |
| Type | Semestral | Semester | 1 | ECTS credits | 5.0 |
| Workload (hours) | | 135 | Contact hours | T - TP 18 PL 20 TC - S - E - OT 16 O - | |
| Code 9898-661-3104-02-23 | | | | | |

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) Jacinta Helena Alves Lourenço Casimiro da Costa

Learning outcomes and competences

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

1. Understands the techniques, structures and temporal and spatial influences of the media;
2. Knows the multiple media in which they act in contemporary art and design.
3. Produce content with multiple integrated work tools;
4. Explore different media and multimedia interaction technologies, and their contexts of access and use;
5. Develop multimedia solutions as an answer to multiple communication problems;
6. Know the multiple media in which they operate in contemporary art and design.

Prerequisites

Before the course unit the learner is expected to be able to:
No prerequisite required.

Course contents

1. Audiovisual and Multimedia; 2. Multimedia Animation; 3. Multimedia Communication Project; 4. Multimedia Design.

Course contents (extended version)

1. Multimedia concepts and contexts;
2. Analog and digital signals;
3. Static and dynamic media;
4. Types of multimedia data (Text/Images/Graphics/Video/Audio);
5. Online multimedia communication;
6. Web interfaces;
7. Multimedia project (Planning, Design, Conception, Product Testing, Verification and Dissemination).

Recommended reading

1. CHAPMAN, N. , & CHAPMAN, J. (2009). Digital Multimedia. New York: John Wiley & Sons;
2. COSTELLO, V. (2012). Multimedia Foundations. London: Focal Press.
3. MARK R. (2003) Understanding Installation Art. Prestel;
4. SCHIMMEL, P. (1998) Out of Actions: Between Performance and the Object, 1949-1979, Thames and Hudson;
5. RIBEIRO, N. (2012). Multimédia e Tecnologias Interactivas. Lisboa: FCA - Editora de Informática.

Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of theoretical-practical work, individual and / or group; 3 - Follow up and criticism on the development of the works; 4 - Critical analysis and public discussion on the final result of the presented works.

Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
 - Projects - 65%
 - Development Topics - 15%
 - Presentations - 20%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
 - Practical Work - 40% (Theoretical practical work proposal with the respective report and oral presentation.)
 - Projects - 60% (Nº. 4 art. 7 of the Freq. and Eval. Regulations. Classification obtained in continuous evaluation.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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|-------------------------------------------------|----------------------------------|------------------------------|------------------------------|
| Jacinta Helena Alves Lourenço Casimiro da Costa | Helena Maria Lopes Pires Génésio | António José Santos Meireles | Carlos Manuel Costa Teixeira |
| 19-02-2024 | 20-02-2024 | 21-02-2024 | 25-02-2024 |