

|                  |                                       |               |                |                     |       |
|------------------|---------------------------------------|---------------|----------------|---------------------|-------|
| 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   |
| Code             | 9898-661-3104-02-23                   |               |                |                     |       |
| Workload (hours) | 135                                   | Contact hours | T -            | TP 18               | PL 20 |
|                  |                                       |               | TC -           | S -                 | E -   |
|                  |                                       |               | OT 16          | 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) 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

|   |                                  |                              |                              |
|---|----------------------------------|------------------------------|------------------------------|
| 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                   |