

Course Unit	Option I - Multimedia		Field of study	Design	
Bachelor in	Art and Design - Minor in Design		School	School of Education	
Academic Year	2022/2023	Year of study	3	Level	1-3
Type	Semestral	Semester	1	Code	9898-662-3104-02-22
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) António José Santos Meireles, Jacinta Helena Alves Lourenço Casimiro da Costa, Marco António Pereira 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

António José Santos Meireles, Jacinta Helena Alves Lourenço Casimiro da Costa, Marco António Pereira da Costa	Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Carlos Manuel Costa Teixeira
11-12-2022	02-01-2023	23-01-2023	29-01-2023