

Course Unit	Event Management and Production		Field of study	Dramatic Expression and Theatre	
Bachelor in	Arts Recreation and Production		School	School of Education	
Academic Year	2022/2023	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	5.0
Code			9933-660-2102-00-22		
Workload (hours)	135	Contact hours	T	-	TP
			40	PL	-
			TC	-	S
			E	-	OT
			14	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) Helena Maria Lopes Pires Genésio

Learning outcomes and competences

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

1. Elaborate projects of performative events that are destined to different contexts.
2. Design project ideas based on management practices, knowledge, production and artistic animation.
3. Formulate hypotheses for the accomplishment of events according to methodological assumptions adapted to the intervention contexts.
4. Framing the project in the surrounding sociocultural reality.
5. Find financing channels and develop hypotheses for applications.
6. Provide for the possibility of practical realization of the projects that have ensured its viability.

Prerequisites

Not applicable

Course contents

1. Performative arts event project in context (concept).
2. From generating ideas to the project plan.
3. Project financing.
4. Schedule and schedule.
5. Practical execution of the project / evaluation.

Course contents (extended version)

1. Performative arts event project in context (concept).
 - What is a Performative Arts event project in context.
 - Stages of a project.
 - Role of the producer or project manager.
2. From the generation of ideas to the project plan.
 - The project cycle.
 - Project planning.
 - Simulation of realization.
 - Simulation of project evaluation.
3. The financing of the project.
 - Elaboration of budget.
 - Public funding (DGARTES).
 - Alternative or one-off financing (support programs).
4. Schedule and agenda.
 - Project scheduling.
 - Framing of the project in existing agendas in the geographic and cultural territory.
 - Creation of own agenda.
 - Techniques of dissemination (newsletter, invitations, graphic material).
5. Practical execution of the project / evaluation.

Recommended reading

1. Guerreiro, L. (1998). Um estudo sobre políticas culturais municipais (Tese de mestrado). Universidade do Algarve.
2. Ministério da Cultura (2011). Guia de apoios à cultura e à criatividade. Lisboa.
3. Pedro, F. (2005). Gestão de Eventos. Lisboa: Ed. Quimera.
4. Zanella, L. (2012). Manual de Organização de Eventos (5ª Edição). São Paulo: Ed. Atlas.

Teaching and learning methods

- Expositive / interrogative approach aiming at the definition of the essential concepts. - Discussion of themes or examples of projects to deepen knowledge - Study visits to contexts of cultural and artistic nature. - Realization of collaborative practical work as a way of building knowledge. - Analysis, reflection and evaluation of results.

Assessment methods

1. Continuous evaluation. - (Regular, Student Worker) (Final)
 - Projects - 60% (Presentation of projects.)
 - Practical Work - 40%
2. Exam Evaluation. - (Regular, Student Worker) (Supplementary, Special)
 - Projects - 100% (Presentation of projects.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Helena Maria Lopes Pires Genésio	Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Carlos Manuel Costa Teixeira
01-02-2023	01-02-2023	01-02-2023	02-02-2023