

Course Unit	Option - Multimedia		Field of study	Visual Arts	
Bachelor in	Arts Recreation and Production		School	School of Education	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	5.0
Workload (hours)		135	Contact hours	T -    TP 40    PL -    TC -    S -    E -    OT 14    O -	
Code 9933-660-3202-02-23					

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 nature and field of multimedia in the context of animation and artistic production;
2. Master techniques in the scope of different visual, sound and performative means;
3. Develop multimedia projects for the areas of animation and artistic production;
4. Plan, design and produce content according to previously established communication objectives;
5. Produce content with multiple integrated work tools;

### Prerequisites

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

### Course contents

1. Multimedia applied to animation and artistic production;
2. Multimedia narratives;
3. Multimedia animation as an artistic expression.

### Course contents (extended version)

1. Means and techniques for creating multimedia projects in animation and artistic production;
2. Implementation of multimedia elements and tools in the presentation of narratives;
3. Multimedia as an artistic expression.

### Recommended reading

1. BENJAMIN, Walter (1992). Sobre Arte, Técnica, Linguagem e Política. Relógio d'Água, Lisboa;
2. COTTON, B. (2000). Understanding Hypermedia 2000. Phaidon, London;
3. DARLEY, Andrew (2002). Cultura visual: nuevos neneros en los medios de comunicacion. Paidos, Barcelona;
4. MANOVICH, Lev (2002). The Language of New Media. The MIT Press, Cambridge, Mass.

### 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 - 20%
  - Presentations - 15%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 40% (Theoretical practical work proposal with the respective report and oral presentation.)
  - Practical Work - 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	Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Carlos Manuel Costa Teixeira
15-12-2023	03-01-2024	22-01-2024	11-02-2024