

Course Unit	Integrated Project		Field of study	Audiovisuals and Media Production	
Bachelor in	Multimedia		School	School of Public Management, Communication and Tourism	
Academic Year	2021/2022	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	15.0
Code	9213-656-3202-00-21				
Workload (hours)	405	Contact hours	T -	TP -	PL -
			TC -	S -	E -
			OT -	O	60

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) Ana Lucia Jesus Pinto, Arlindo Costa dos Santos, Carlos Sousa Casimiro da Costa, Raquel Cristina Sousa Pires

Learning outcomes and competences

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

1. Build a holistic view of multimedia projects and their scope in professional contexts;
2. Work with multidisciplinary teams;
3. Conduct previous recognition studies for the realization of a project in real context;
4. Plan and develop a project through the implementation of design methodologies;
5. Master the process of design, communication and implementation of an integrated multimedia product;
6. Apply systemic methodologies of action in professional context;
7. Plan and design a project according to specifications of real scale;
8. Develop and ground an integrated communication plan.

Prerequisites

Before the course unit the learner is expected to be able to:
No Pre-requirement applied

Course contents

Projects design and development 1. Analysis; 2. Development; 3. Production and implementation; 4. Evaluation; 5. Presentation and communication.

Course contents (extended version)

1. Analysis:
 - Briefing analysis;
 - Methodological paradigms;
 - Multidisciplinary teams and professional contexts;
 - Design thinking, user-centered design;
 - Research of cognitive psychology, computer science, social psychology, semantics, and market trends;
 - Communication strategy: goals and communication levels;
 - Market analysis | Benchmarking;
 - Opportunities identification - previous studies;
 - Appropriate selection of multimedia mechanics: combination of text, audio, images, video and others.
 - Integrated communication plan.
2. Development:
 - Scenarios projection: affordable, precise, consistent, flexible, functional and usable;
 - Planning and implementation: guides and rules;
 - Navigation scheme: layout, buttons, colour scheme, graphics, analogies and metaphor;
 - Form and structure: consistency; functionality; user control; feedback and usability;
 - Suitable selection and combination of multimedia mechanics;
 - Construction of prototypes: mock-up's;
 - Evaluation and decision-making: user feedback;
 - Pre-production context.
3. Production and implementation:
 - Construction of a final product
 - Final tests: usability, integration, performance, communication.
4. Evaluation:
 - Test and evaluation in context;
5. Presentation and communication:
 - Technical notebooks and dossier;
 - Project defense - Public presentation.

Recommended reading

1. Neumeier, M. (2005). The brand gap. How to bridge the distance between business strategy and design. Berkeley: New Riders;
2. Bürdek, B. (2006). História, Teoria e Prática do Design de Produtos. Tradução Freddy Van, Camp. São Paulo: Edgard Blücher;
3. Budelmann, K. Kim, Y. & Wozniak, C. (2012). Brand identity essentials. 100 principles for designing logos and building brands. 1st edition. Beverly: Rockport publishers;
4. Moraes, D. DE (2010). Metaprojeto: O design do design. São Paulo: Blucher;
5. Bauman, Z. (2015). Desafios do mundo moderno. Ed. Jorge Zahar, Rio de Janeiro.

Teaching and learning methods

The curricular unit is based on theoretical sessions through audiovisual information, supporting texts and case studies. In the hands-on approach component, the simulation of professional contexts is intended, connecting directly the project to a company proposal. This methodology aims to contextualize theoretical content, testing its real applicability.

Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 100%
2. MOBILITY STUDENTS - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 100%

Language of instruction

1. Portuguese
2. English

Electronic validation

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18-03-2022	27-04-2022	27-04-2022	04-05-2022