Course Unit	Web Communication			Field of study	Informatics		
Bachelor in	Tourism			School	School of Public Management, Communication and Tourism		
Academic Year	2021/2022	Year of study	2	Level	1-2	ECTS credits	6.0
Type	Semestral	Semester	2	Code	9254-532-2201-00-21		

Workload (hours)	162	Contact hours	T	-	TP	60	PL	-	TC	-	S	-	E	-	OT	-	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)	Manuel Armando Cadete Portelinha

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand the concepts associated with Internet and World Wide Web;
2. Understand the fundamental concepts associated with the study area of multimedia and the different media types;
3. Develop capabilities in the use of services and tools to create content;
4. Understand the writing techniques and design for the web;
5. Use content management systems (CMS);
6. Know and apply the markup language and styles for the specification of the format, structure and content.

Prerequisites

Before the course unit the learner is expected to be able to:
The student must have computer literacy.

Course contents

Understand the concepts associated with Internet and World Wide Web; Understand the importance of the use of writing techniques and design for the web; Know the development stages of a multimedia project; Multimedia Content.

Course contents (extended version)

1. Understand the concepts associated with Internet and World Wide Web
    - Internet
    - World Wide Web
    - Browsers
    - Hypertext
    - Hypermedia
    - HTML Language and CSS
    - W3C
    - Web X. 0
2. Understand the importance of the use of writing techniques and design for the web
    - Web writing aspects
    - Information architecture
    - Navigation system
    - Evaluation
3. Know the development stages of a multimedia project
    - Collection of information
    - Planning
    - Development
    - Publishing and testing
    - Monitoring and maintenance
4. Multimedia Content
    - Static Media
    - Dynamic Media
    - Analogic versus Digital
5. Strategic concepts in web communication:
    - Web sites and blogs
    - Podcast and vodcast
    - Virtual reality and augmented reality
    - Transmedia
    - Wikis
    - Virtual enviroments
    - Multi screen and mobile
    - Digital guides

Recommended reading

1. Coelho, P. (2007). HTML 4 e XHTML, curso completo. Lisboa: FCA Editora. ISBN: 9727222420.
2. MacDonald, M. (2014). WordPress: The Missing Manual. O'Reilly Media
3. McGovern, G. , Norton, R, & O'Dowd, C. (2002). Como Escrever para Web. Lisboa: Centro Atlântico. ISBN: 9728426496.
4. John Slavio (2016). A Step-By-Step Beginners' Guide To Build Your Own Wordpress Website From Scratch. ISBN: 9781922301338
5. Ughetto, V. (2007). CSS, Criação Inovadora de Sites. Lisboa: FCA Editora. ISBN: 9789727225200.

Teaching and learning methods

Contact hours: - Exposure to concepts and practices, followed by practical exercises. - Discussion to elicit from students involvement in the affairs of the school to ensure the acquisition of reflection. Non-contact hours: - Resolution of practical work. - Discussion in a virtual environment to ensure continuous student-teacher involvement.

Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final, Supplementary)
    - Final Written Exam - 50% (Individual middle written evaluation. Minimum score of 8 points.)

Assessment methods

   - Practical Work - 50% (Project - creating digital content. Minimum score of 8 points.)
2. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
   - Projects - 100% (Project - creating digital content.)
3. Special evaluation - (Regular, Student Worker) (Special)
   - Final Written Exam - 100% (Individual written exam.)

Language of instruction

Portuguese

Electronic validation

Manuel Armando Cadete Portelinha	Catarina Antónia Martins	Elisabete da Anunciacao Paulo Morais	Luisa Margarida Barata Lopes
11-03-2022	11-03-2022	15-03-2022	28-03-2022