

Course Unit	Web Communication		Field of study	Informatics	
Bachelor in	Tourism		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	2	ECTS credits	6.0
Workload (hours)		162	Contact hours	T -    TP 60    PL -    TC -    S -    E -    OT -    O -	
<small>T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other</small>					

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 environments
  - Multi screen and mobile
  - Digital guides

### Recommended reading

1. Bill Sanders (2012). Smashing HTML 5 Técnicas para a Nova Geração da Web. Bookman. ISBN: 9788577809608.
2. Reis B.; Castelo A.. (2023). Turismo Digital Uma comunicação para nómadas intermitentes. Livros Horizonte. ISBN: 9789722420761
3. Gabriel, P. A (2022). Front-End: Curso Completo de HTML, CSS e JavaScript. Tech Stuff House. ISBN: 9781777438593
4. John Slavo (2016). A Step-By-Step Beginners' Guide To Build Your Own Wordpress Website From Scratch. ISBN: 9781922301338
5. Lisa Sabin-Wilson. (2024). Wordpress All-In-One For Dummies. JOHN WILEY & SONS INC. ISBN: 9781394225385.

### 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. Continuous evaluation - (Regular, Student Worker) (Final, Supplementary)
  - Intermediate Written Test - 50% (Individual middle written evaluation. Minimum score of 7 points. Mandatory pre-registration.)

Assessment methods

- Practical Work - 50% (Project - creating digital content. Minimum score of 7 points. Mandatory pre-registration.)

2. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)

- Projects - 100% (Project - creating digital content. Mandatory pre-registration.)

3. Special evaluation - (Regular, Student Worker) (Special)

- Final Written Exam - 100% (Individual written exam.)

4. Distributed evaluation - (Regular, Student Worker) (Supplementary)

- Final Written Exam - 100% (Individual written exam.)

Language of instruction

Portuguese

Electronic validation			
Manuel Armando Cadete Portelinha	Catarina Antónia Martins	Anabela Neves Alves de Pinho	Luisa Margarida Barata Lopes
07-03-2024	19-03-2024	19-03-2024	26-03-2024