

Course Unit	Media Technologies		Field of study	Audiovisual and Media Production	
Bachelor in	Communication and Journalism		School	School of Public Management, Communication and Tourism	
Academic Year	2021/2022	Year of study	1	Level	1-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9662-657-1204-00-21				
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) Edgar Manuel Ribeiro Lamas

Learning outcomes and competences

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

1. Use different tools for creating presentations, word processing, spreadsheets.
2. Be able to successfully access, manipulate and manage the information in your workstation, effectively integrating the different computer applications.
3. Use collaborative platforms and services.
4. Use mobile device as an audiovisual production tools.
5. Apply concepts, techniques and methodologies leading to an efficient use of image editing software in the context of Communication.
6. Have basics of visual composition, shape, color, pagination, and typography;
7. Be able to create visual supports for presentations and media communication;
8. Understand the different types of technologies used in Augmented Reality and Virtual Reality and understand their potential application in the area of communication.

Prerequisites

Not applicable

Course contents

- Office tools: slide show, word processing and spreadsheet. - Platforms and online collaborative services. - Methods, techniques, and mobile production tools. - Development of communication layouts using composition software and pagination. - Development of digital compositions using design software and image editing. - Immersive Technologies: Augmented Reality and Virtual Reality.

Course contents (extended version)

1. Office tools word processing, slide show and spreadsheet.
 - Automatic fields. Styles. Indexes. Serial printing. Models. References. Review Documents.
 - Storyboarding. Global models. Schemas and structure. Objects. Transitions. Animations. Links.
 - Enter and format data. Formulas. Functions. Addresses. Graphics. Series. Filters. Models.
2. Platforms and online collaborative services.
 - Google Docs (Documents, Spreadsheets, Presentation and Forms)
3. Methods, techniques, and mobile production tools
 - Mobile hardware for recording video and sound.
 - Mobile software for recording sound and video, and video editing.
4. Development of communication layouts using composition software and pagination.
 - Introduction to InDesign software.
5. Development of digital compositions using design software and image editing.
 - Introduction to Photoshop software.
6. Immersive Technologies: Augmented Reality and Virtual Reality.

Recommended reading

1. Sousa, S. (2013). Tecnologias de informação: O que são? Para que servem? (6a ed. atualizada). Lisboa: FCA - Editora de Informática Lda. ISBN: 978-972-722-649-8.
2. Tondreau, B (2011). Layout Essentials: 100 Design Principles for Using Grids. Massachusetts: Rockport
3. Wiesinger, S, Beliveau, R (2016), Digital Literacy: A Primer on Media, Identity, and the Evolution of Technology, Peter Lang Inc. , International Academic Publishers. ISBN-10: 1433128217
4. Straubhaar, J, LaRose R, Davenport L (2013), Media Now: Understanding Media, Culture, and Technology. ISBN-10: 1133311369
5. Richard, D. (2020). Google Drive And Docs In 1 Hour: Beginners Guide to Mastering Google Drive and Docs. USA: Churchgate Publishing House. ISBN: 979-864-516-495-9

Teaching and learning methods

The course unit will be taught through the theoretical contents exhibition (expositive method), followed by the analysis and resolution of exercises (demonstrative method). To promote greater students involvement in the acquisition of knowledge and skills practical exercises will be distributed in order to proceed to its resolution.

Assessment methods

1. Assessment Continuous - (Regular) (Final, Supplementary)
 - Practical Work - 60%
 - Final Written Exam - 40% (Minimum required of 7 values.)
2. Worker-Student Assessment - (Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%
3. Special Assessment - (Regular) (Special)
 - Final Written Exam - 100%
4. Mobility Students - (Regular) (Final, Supplementary, Special)
 - Portfolio - 100%

Language of instruction

Portuguese

Electronic validation

Edgar Manuel Ribeiro Lamas	Manuela Dolores Ferreira Carneiro	Elisabete da Anunciacao Paulo Morais	Luisa Margarida Barata Lopes
03-03-2022	16-03-2022	16-03-2022	20-03-2022