Course Unit	Web Design			Field of study	Audiovisual and Media Production		
Bachelor in	Communication and Journalism			School	School of Public Management, Communication and Tourism		
Academic Year	2022/2023	Year of study	2	Level	1-2	ECTS credits	6.0
Type	Semestral	Semester	1	Code	9662-657-2102-00-22		

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. Understand and apply design concepts in the World Wide Wel
2. Use tools for building interfaces;
3. Detain specific notions of Infographics and visualize interative information adapted to new media;
4. Know and aplly HTML (Hypertext-Markup-Language) e CSS (Cascading Style Sheets);

Prerequisites

Not applicable

Course contents

- Web design. - Interface design and information architecture. - Infographics and interaction workflow. - Implements web pages.

Course contents (extended version)

1. Web Design
   - Pratice, methods and languages;
   - Usability and accessibility;
   - Mobile appliances - functions, contexts and requirements.
2. Interface design and information architecture;
   - Prioritizing and planning information;
   - Specifications and performance navigation requirements;
   - Interface design models;
   - Wireframe design and navigation flows.
3. Infographics and interaction workflow
   - Definitions and aplication of contexts infographics;
   - Infotainment visual process;
   - Interactivity and interaton as process workflows.
4. Implements web pages
   - Basics stucture document - general settings
   - Markup hypertext language and stylesheets;
   - Text and image optimization, hyperlinks (tags)
   - Use of Tool CMS (Content manage systems);
   - Implementation of social networks.

Recommended reading

1. Coelho, P. (2016). HTML5 - Estilos e responsividade. Editora FCA. ISBN: 978-972-722-826-3
2. Daniel Gonçalves, Manuel Fonseca, Pedro Campos (2017). Introdução ao design de interfaces (3ª Edição). Editora FCA. ISBN: 978-972-722-870-6
3. Moggridge, B. (2007) - Design Integration - The MIT Press. Footprint books. ISBN-01: 0262134748
4. Norman, D. A. & Nielsen, j. (2013) - 10 Heristics for user Interface Design. https: //www. nngroup. com/articles/ten-usability-heuristics
5. Koi, V. (2010) - Ordering Disorder: Grid Principles For Web Design. New Riders. ISBN-10: 0321703537

Teaching and learning methods

- theoretical: where concepts related to audiovisual information are exposed enhanced by the discussion. - practice: which is shown and tested through simulation of concepts; includes the development of activities that contribute to the application and understanding of the themes; and the realization of the project that results from the materialization of learning and demonstrates skills.

Assessment methods

1. Distributed Evaluation - (Regular, Student Worker) (Final, Supplementary)
   - Development Topics - 20% (minimum grade 8 values)
   - Projects - 40% (minimum grade 8 values)
   - Final Written Exam - 40% (minimum grade 8 values)
2. Final exam - (Regular, Student Worker) (Supplementary, Special)
   - Projects - 50% (minimum grade 8 values)
   - Final Written Exam - 50% (minimum grade 8 values)
3. Mobility - (Regular, Student Worker) (Final, Supplementary, Special)
   - Projects - 50% (minimum grade 8 values)
   - Final Written Exam - 50% (minimum grade 8 values)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Edgar Manuel Ribeiro Lamas	Manuela Dolores Ferreira Carneiro	Elisabete da Anunciacao Paulo Morais	Luisa Margarida Barata Lopes
07-10-2022	11-10-2022	11-10-2022	16-10-2022