

	<h2>SUBJECT DESCRIPTION</h2>	MODELO PED.013.03
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<i>Course</i>	Master in Marketing and Communication					
<i>Subject</i>	Design of Multimedia Supports					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	1st	<i>Study period</i>	2nd semester	
<i>Type of subject</i>	Elective	<i>Student workload (H)</i>	Total: 140	Contact: 45	<i>ECTS</i>	5
<i>Professor(s)</i>	Carlos Francisco Lopes Canelas					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i> Joaquim Manuel Fernandes Brigas					

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- To know the importance of Multimedia in the various fields of Marketing and Communication;
- Knowledge of the essential elements of the design of multimedia communication media, ie text, audio, image (photographs, illustrations, ...), video, animation and interaction, as well as their registration and editing techniques, within the scope of planning and development of multimedia communication media;
- Plan and develop multimedia communication media, integrating the essential elements of the design, whose supports are directed to the various fields of Marketing and Communication.

2. PROGRAMME

1. The Importance of Multimedia in the fields of Marketing and Communication
2. Essential Elements of Multimedia Media Design
 - 2.1. Text and Typography
 - 2.2. Image (Bitmap and Vector)
 - 2.3. Sound
 - 2.4. Video
 - 2.5. Animation
 - 2.6. Interaction
3. Planning and Development of Multimedia Communication Supports

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit, through the established programmatic contents, aims to contribute to the integral formation of the students as people and future professionals. To this end, the contents presented help the formation and preparation of the students by sensitizing them to the need to know how to be and know how to do, in the domains of multimedia communication in the various fields of Marketing and Communication.

In this way, the syllabus contents that are taught in this curricular unit were established according to the objectives that the students have to achieve. Thus, there is a coherence between the program contents presented and the objectives that are sought to achieve.

<p>POLI ESCOLA SUPERIOR TECNOLOGIA GESTÃO</p> <p>TÉCNICO GUARDA</p>	<h2>SUBJECT DESCRIPTION</h2>	<p>MODELO PED.013.03</p>
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4. MAIN BIBLIOGRAPHY

- FIGUEIREDO, Bruno (2004). *Web Design: estrutura, concepção e produção de sites Web*. Lisboa: FCA.
- FONSECA, Manuel J., CAMPOS, Pedro e GONÇALVES, Daniel (2012). *Introdução ao Design de Interfaces*. Lisboa: FCA.
- FRANCO, Gullermo (2006). *Como Escrever para a Web*. Austin: Universidade do Texas em Austin.
- MARQUES, Vasco (2015a). *Marketing Digital 360*. Lisboa: Actual Editora.
- MARQUES, Vasco (2015b). *Vídeo Marketing: conquiste mais audiências online*. Lisboa: Actual Editora.
- PORTELA, Filipe e QUEIRÓS, Ricardo (2018). *Introdução ao Desenvolvimento Moderno para a Web*. Lisboa: FCA.
- RAFAEL, André (2015). *Tipografia para Web*. Rio de Janeiro: Origamd Books.
- RIBEIRO, Nuno (2012). *Multimédia e Tecnologias Interativas*. Lisboa: FCA. 5.ª edição.
- RIBEIRO, Nuno e TORRES, José (2009). *Tecnologias de Compressão Multimédia*. Lisboa: FCA.
- SANTOS, Elsa (2009). Web Design: uma reflexão conceptual. *Revista de Ciências da Computação*, n.º 4, pp. 32-46.
- SEHN, Leandro Roberto (2018). *Web Design: conceitos introdutórios*. Porto Alegre: Simplíssimo.
- ZEMEL, Tércio(2015). *Web Design Responsivo: páginas adaptáveis para todos os dispositivos*. São Paulo: Casa do Código.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

CONTINUOUS EVALUATION

WORK (75%)> planning, development and presentation of a Website, with integration of text, audio, image (photographs, illustrations, ...), video, animation and interaction, whose multimedia elements must be created / worked by the students.

Participation in classes (25%)> Students, who do not attend 2/3 of the hours of classes taught, will receive the mention of disapproval. However, absences with legal justification will be excepted.

EVALUATION BY EXAM

WORK (100%)> planning, development and presentation of a Websi-te, with integration of text, audio, image (photographs, illustrations, ...), video, animation and interaction, whose multimedia elements must be created / students.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

With the main objectives in perspective the methodology of work will make its bases in practical assignments according to the professor orientations and documents. Theoretical concepts are lessoned so that students will later put them into practice. Each student has access to a computer,

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to do the classes exercises and final assignment. Also the joint classes and debates are possible as long as necessary. Professor follow students in tutorial classes and in their cabinet.

7. ATTENDANCE

Students who do not attend 2/3 of the hours of classes taught will receive the mention of failing. However, absences with legal justification will be excepted.

8. CONTACTS AND OFFICE HOURS

E-mail: carlos.canelas@ipg.pt

Office hours: Wednesday, 10:30 am - 1:00 pm, and Thursday, 11:00 am - 12:30 pm.

Office: 2.7. (ESECD)

Guarda, April 5, 2024