

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
--	----------------------------	-----------------------------

Course	Multimedia Communication					
Subject	Video Communication					
Academic year	2023/2024	Curricular year	2nd	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 108	Contact: 67,5	ECTS	4
Professor(s)	Carlos Francisco Lopes Canelas					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select) Carlos Francisco Lopes Canelas					

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- Identify the applications of video in the area of Multimedia Communication;
- Know as video information stages;
- Have experience with audiovisual language, as well as the rules of image composition without audiovisual context;
- Assimilate the basics of video;
- Capture image and audio, through video and / or photographic videos and/or smartphone and accessory accessories, applying the audiovisual language and as composition rules of image;
- Edit video.

2. PROGRAMME

1. Video applications in Multimedia Communication
2. Stages of Communication Video
3. Audiovisual language
4. Composing the Image
5. Concepts of video
6. Recording with Video and/or Photo Cameras and/or Smartphone and respective accessories;
7. Video editing

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit, through the established programmatic contents, aims to contribute to the student's integral formation as a person and professional future. To that end, the content presented helps the students to train and prepare them for the need to know how to be and know how to do, in the field of video 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 content presented and the objectives that are sought to achieve.

<p>POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA</p>	<p>SUBJECT DESCRIPTION</p>	<p>MODELO PED.012.03</p>
--	-----------------------------------	-------------------------------------

4. MAIN BIBLIOGRAPHY

- Ang, T. (2005). *Manual de Vídeo Digital*. Porto: Civilização.
- Antero, J. (2007). *Operações de Câmara: gramática da captação de imagens em movimento*. Lisboa: Edições Universitárias Lusófonas.
- Barata, J. do C. (2017). *A Re(e)volução do Vídeo no Cinema e na TV* (2.ª edição). Lisboa: Edições Universitárias Lusófona.
- Henriques, C. A. (2022). *Cinema e Televisão: porquê o digital*. Lisboa: Colorize.
- Henriques, C. A. (2018). *IP (Internet Protocol): televisão mais flexível*. Lisboa: Colorize.
- Henriques, C. A. (2016). *Televisão com sabor a Cinema: do HD ao 8K*. Lisboa: Colorize.
- Henriques, C. A. (2010). *A Invasão do 3D no Cinema e na Televisão*. Casal de Cambra: Caleidoscópio.
- Lopes, S. (2015). *Manual Prático de Produção* (2.ª edição). Lisboa: Chiado Editora.
- Marques, V. (2015). *Vídeo Marketing: conquiste mais audiências online*. Lisboa: Actual Editora.
- Monteverde, C. (2019). *Fazer Vídeos com Telemóveis para as Redes Sociais*. Lisboa: Livros Horizonte.
- Pato, L. M. (2012). *Técnicas de Produção Televisiva na Migração para o Digital*. Coimbra: Grácio Editor.
- Ribeiro, N. (2012). *Multimédia e Tecnologias Interativas* (5.ª edição). Lisboa: FCA.
- Rocha de Sousa (1992). *Ver e Tornar Visível: formulações básicas em cinema e vídeo*. Lisboa: Universidade Aberta.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The methodology to follow is based, in general, on practical work to be carried out by the students, based on guidelines, working documents and bibliography provided by the teacher.

The theoretical-practical classes are preceded by theoretical presentations on the activities to be carried out.

With the apprehension of the different techniques and knowledge, the students carry out practical application works, using, in addition to the resources available in the classroom, the resources of the radio laboratory and the video laboratory, having for this purpose the support of the teacher.

On the other hand, through tutorial guidance, the teacher guides, follows and assesses the students' learning or independent work.

EVALUATION

Continuous

Participation / theoretical-practical activities / commitment / conduct / material requested / punctuality	40%	08 points
Work - Video	60%	12 points
Total	100%	20 points

<p>POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA</p>	<p>SUBJECT DESCRIPTION</p>	<p>MODELO PED.012.03</p>
--	-----------------------------------	-------------------------------------

Student-workers

Theoretical-practical activities	25%	05 points
Work - Video	75%	15 points
Total	100%	20 points

Exam

Theoretical part	50%	10 points
Practical part	50%	10 points
Total	100%	20 points

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The teaching and learning methodologies seek the integrated development in the students of the knowledge referred to in the syllabus and the achievement of the established objectives and competences.

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.

Guarda, March 11, 2024