

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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Course	Multimedia Communication					
Subject	Multimedia Communication Project					
Academic year	2023/2024	Curricular year	2nd	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 135	Contact:52,5	ECTS	5
Professor(s)	Alexandre M. Pereira Figueiredo					
☐ Area/Group Coordinator ☐ Head of Department	(select)	Clique				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- Plan a project for a multimedia product in the area of communication;
- Identify the type of responsibilities to be assigned to each element of the working group;
- Implement an interactive multimedia project in the area of communication, which allows the application and integration of the various elements of the multimedia matrix (text, video, audio, animation, graphics and image).

2. PROGRAMME

1. Multimedia project (Analysis and planning, Design, Production, Test and Validation, Distribution).
2. Multimedia authoring (authorship and authoring tools, models and paradigms for multimedia authoring, evaluation parameters of a multimedia system).
3. Production, testing and validation.
4. Distribution and selection of means.

5. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objectives refer to the need for students to understand and deepen their knowledge in audiovisual and multimedia communication. These objectives are achieved through the different programmatic contents presented. It is intended to equip students with skills that enable them to develop visual culture in general terms and promote critical thinking in the analysis of the various forms of audiovisual and multimedia representation. On the other hand, it is intended, through the exploitation of successive evaluation works, to promote the exploration and practical application of the lectured theoretical contents.

6. MAIN BIBLIOGRAPHY

ANTERO, J. (2007). *Manual de Operações de Câmara*. Lisboa: Edições Universitárias Lusófona.

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- BANERJI, A. & GHOSH, A. (2010). *Multimedia Technologies*. New Delhi: Tata MacGraw Hill.
- CARVALHO, A. (2002). *Multimédia: um conceito em evolução*. Universidade do Minho: Revista Portuguesa de Educação.
- CHAPMAN, N., CHAPMAN, J. (2011). *Digital Multimedia (3.ª ed.)*. New Jersey: John Wiley & Sons, Ltd.
- CRUZ, J. (2002). *Introdução ao estudo da Comunicação: Imprensa, cinema, rádio, televisão, redes multimédia*. Lisboa: Instituto Superior de Ciências Sociais e Políticas.
- LOPES, S. (2015). *Manual Prático de Produção*. Lisboa: Chiado Editora.
- LOVEJOY, M., PAUL, C., VESNA, V., (2011). *Context Providers: Conditions of Meaning in Digital Arts*. Middlesbrough: Intellect.
- MONTEIRO, D. (2014). *Comunicação 2.0*. Lisboa: Actual editora.
- NUNES, J. (2019). *Como Escrever um Argumento de Cinema*. Lisboa: Quarto 237.
- OLIVEIRA, J., CARDOSO, G. e BARREIROS, J. (2004). *Comunicação, cultura e tecnologias de informação*. BonD – Books on Demand
- PAREKH, R. (2008). *Principles of multimedia*. New Delhi: McGraw-Hill.
- RIBEIRO, N. (2012). *Multimédia e Tecnologias Interactivas*. Lisboa: Lidel.
- RIBEIRO, N. & TORRES, J. (2009). *Tecnologias de Compressão Multimédia*. Lisboa: FCA.

OTHER STUDY ELEMENTS (teacher's notebooks):

- FIGUEIREDO, A. (2018). *Audiovisuais e Multimédia*. Guarda: Author's Edition.
- FIGUEIREDO, A. (2020). *Comunicação Vídeo*. Guarda: Author's Edition.
- FIGUEIREDO, A. (2020). *Argumento e Guionismo Multimédia*. Guarda: Author's Edition.
- FIGUEIREDO, A. (2018). *Fotografia*. Guarda: Author's Edition.

7. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

- Exposition classes;
- Tutorial guidance;
- Research works, with follow-up in sessions scheduled for this purpose.

EVALUATION:

Please consult the attached documentation “*Notas Sobre o Funcionamento e Avaliação da Unidade Curricular*” for further information.

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8. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The lectures aim to transmit fundamental concepts and contents in the area of visual communication. The text reading and the case studies aimed to consolidate the knowledge and to acquire skills in the area of audiovisual and multimedia. The practical works aim to stimulate reflection, promote critical thinking and creativity, as well as allow the development of skills in the production of content of audiovisual and multimedia in the broader context of the contents of the Degree in Multimedia Communication.

9. ATTENDANCE

Please consult the attached documentation “*Notas Sobre o Funcionamento e Avaliação da Unidade Curricular*” for further information.

10. CONTACTS AND OFFICE HOURS

Contact: alexandre.figueiredo@ipg.pt;

Office: 1.5

Office Hours: Wednesday from 14.00 to 19.00 and Thursday from 10.30 to 13.00.

11. OTHERS

Please consult the attached documentation “*Notas Sobre o Funcionamento e Avaliação da Unidade Curricular*” for further information.

DATE

18 de Fevereiro de 2024

SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures

Professor

Alexandre M. Pereira Figueiredo

(signature)