

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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Course	Multimedia Communication					
Subject	Multimedia Advertising					
Academic year	2023/2024	Curricular year	3rd	Study period	1st semester	
Type of subject	Compulsory	Student workload (H)	Total: 135	Contact: 52,5	ECTS	5
Professor(s)	Jorge Manuel Braz Gonçalves					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	Joaquim Manuel Fernandes Brigas				

CLIQUE E SELECIONE A VERSÃO PRETENDIDA

1. LEARNING OBJECTIVES

- Develop knowledge that allow a dynamic and interventive performance in the advertising media area.
- Develop creativity in the production and development of graphics and multimedia content.
- Acquire strategies associating theory and practice, to devise, develop and produce graphics and multimedia content oriented towards the job market.
- Understand the importance of image, text, color, size and composition as an effective communication strategy.
- Develop sensitivity to graphic production through case studies of success.
- Allow learning of an integrated technical and communication technologies applied to the design process suitable for multimedia advertising.

2. PROGRAMME

1. Communication and the advertising creation process
2. Evaluating the creative work
3. Communication and media Planning
4. Evolution and communication media characteristics
5. Planning, media and supports
6. Advertising communication on the Internet
7. Types and ad formats for the web
8. Advertising communication campaigns on the web

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objectives of the curricular unit report the necessity of apprehension and development of students' comprehensive knowledge in advertising media and are pursued through the different programmatic contents presented. It is intended to provide students with technical skills that enable them to develop advertising campaigns, providing students with skills to identify, characterize and apply the concepts of multimedia advertising.

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4. MAIN BIBLIOGRAPHY

Bosque, I., Vázquez, A. & Solmones, M. (2008). Dirección publicitaria/ Public Advertising. Barcelona: Editorial UOC.

Brigas, J. (2015). Publicidade Multimédia. Guia didático. Porto: Fronteira do Caos Editores Lda.

Peixoto, Fernando (2007). Técnica e Estética na Publicidade. Edições Sílabo. Lisboa.

Lendrevie, J. et al. (2010). Publicitor (7ª edição). Lisboa: D. Quixote.

Pinho, J. (2003). Publicidade e vendas na Internet: técnicas e estratégias. São Paulo: Summus Editorial

Rasquilha, L. (2009). Publicidade. Lisboa, Gestãoplus Edições.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The evaluation is an essential and integral part of the learning process, considered as an integral, systematic, gradual and continuous, in order to provide feedback regulators of the activity of the students and the teacher. Shall mean the evaluation of this curricular unit as a dynamic and continuous process, which does not take place only at the end of the semester, highlighting its formative dimension (active participation of students through questions, comments, suggestions, criticisms, among others, revealing the interest and capacity in relation to the same content covered).

Will be valued the following aspects:

- *participation in class;*
- *commitment, effort and progress;*
- *creativity and originality;*
- *capacity for critical analysis and demonstrated interest in the topics covered;*
- *ability to implement the concepts in practical exercises.*

Continuous assessment results from the sum of active participation (10%) with the presentation and discussion of a multimedia advertising project (50%) and a written test (40%).

Note: The work not accompanied by the teacher will not be considered. Students covered by special legislation, should combine with the teacher in the first two weeks of the semester, a work plan alternative in the absence of which shall comply with the general plan.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The expositive classes aim to transmit fundamental concepts and content in the field of advertising media. The guidelines tutorials will track and monitor the progress of knowledge acquisition. The working group is intended to consolidate the knowledge and skills acquired, bailing up of sources and bibliography recommended by the teacher, who will also promote the autonomy of research.

7. ATTENDANCE

Mandatory two-thirds of the participants (except for students covered by specific legislation).

Will be except for absences with legal justification.

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8. CONTACTS AND OFFICE HOURS

Jorge Manuel Braz Gonçalves Email: jgoncalves@ipg.pt Office. 2.9.

Office hours: Thursday 09:00-13:00.

DATE

29 de setembro de 2023

SIGNATURES

Professor

(Jorge Manuel Braz Gonçalves)

Area/Group Coordinator

(Joaquim Manuel Fernandes Brigas)