

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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Course	Communication and Public Relations					
Subject	Video Communication					
Academic year	2023/2024	Curricular year	2nd	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 135	Contact: 67,5	ECTS	5
Professor(s)	Handerson Aguiar Engrácio /António Boto de Figueiredo					
<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 uses of video in various fields of Communication and Public Relations;
- Understand the phases of video communication;
- Assimilate the basic concepts of video;
- Have knowledge of audiovisual language, as well as the rules of image composition in the audiovisual context, narratives, and scriptwriting;
- Capture image and audio through video and/or photographic cameras and their respective accessories, applying audiovisual language and image composition rules;
- Edit video, aiming to conceive content to be included in audiovisual and multimedia creations and/or productions.

2. PROGRAMME

1. Uses of Video in Communication and Public Relations Fields;
2. Phases of Video Communication;
3. Basic Concepts of Video;
4. Audiovisual Language;
5. Narratives;
6. Script;
7. Storyboard;
8. Screenplay;
9. Image Composition in the Audiovisual Context;
10. Capture with Video and/or Photographic Cameras and their respective accessories;
11. Video Editing and/or Montage

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3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This Curricular Unit, through its established programmatic content, aims to contribute to the integral formation of the student as a person and future professional. To this end, the content presented helps in the formation and preparation of students by sensitizing them to the need for knowledge of both "being" and "doing" in the field of video communication.

Thus, the programmatic contents that are taught in this course were established based on the objectives that students need to achieve. Therefore, there is coherence between the presented programmatic content and the objectives that are sought to be achieved.

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. (2014). *A Re(e)volução do Vídeo no Cinema e na TV*. Lisboa: Edições Universitárias Lusófona.
- Figueiredo, A. (2020). *Argumento e Guionismo Multimédia: Breves notas, conceitos e técnicas de apoio à escrita de um argumento*. Sebenta da Unidade Curricular. Guarda: Edição do Autor.
- Hedgecoe, J. (2009). *A Arte da Fotografia Digital*. Porto: Civilização.
- Henriques, C. (2016). *Televisão com sabor a Cinema: do HD ao 8K*. Lisboa: Colorize.
- Lopes, S. (2015). *Manual Prático de Produção*. Lisboa: Chiado Editora, 2.ª edição.
- Monteverde, C. (2019). *Fazer Vídeos com Telemóveis para as Redes Sociais*. Lisboa: Livros Horizonte.
- Nunes, J. (2019). *Como Escrever um Argumento de Cinema*. Lisboa: Quarto 237.
- Pato, L. (2012). *Técnicas de Produção Televisiva na Migração para o Digital*. Coimbra: Grácio Editor.
- Ribeiro, N. (2012). *Multimédia e Tecnologias Interativas*. Lisboa: FCA, 5.ª edição..

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The methodology to be followed generally relies on practical work to be developed by the students, based on guidelines, work documents, and bibliography provided by the teachers. The theoretical-practical classes are preceded by theoretical presentations on the activities to be carried out. With the understanding of different techniques and knowledge, students carry out practical application

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work, using not only the resources available in the classroom but also those in the radio and video laboratories, with the support of the teachers.

Assessment weighting: Final project: 100%.

Exam Assessment: 40% Theoretical, 60% Practical.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The lectures to be taught aim to convey fundamental concepts and contents and the learning methodologies aim to promote the integrated development of the students' knowledge as referred to in the programmatic contents and the achievement of the established objectives and competencies.

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

Handerson Aguiar Engrácio

- hengracao@ipg.pt
- Cabinet: 0.3
- Office Hours: Tuesday 14:00-16:30; Wednesday 9:00-11:00; Thursday 9:00- 12:00, 14:00-18:00

António Boto de Figueiredo

- a.figueiredo@ipg.pt
- Cabinet 2.4
- Office Hours: Tuesday – 14:00-17:00; Wednesday – 14:00-15:00

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11 de março de 2024

SIGNATURES

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

Area/Group Coordinator

(signature)

Professor

(signature)