

Course Unit: 956311 – Option I - Multimedia and Communication

Year 1 Semester 1 ISCED Code: 0211 ECTS: 3

Type of Course Unit: Optional Delivery Mode: Face-to-face Language of Instruction: Portuguese

COURSE COORDINATOR: Aldo Manuel Serra Passarinho

HOURS OF WORK

TOTAL HOURS	Contact Hours								Hours in autonomous work
	Theory	Theory and practice	Practical and laboratory work	Field work	Seminar	Internship	Tutorial guidance	Other	
75	10	20							45

Prerequisites (if applicable): n/a

LEARNING OUTCOMES (knowledge, skills and competence)

Use appropriate terminology and concepts of Multimedia Communication; Identify the pedagogical possibilities of various media and means of mediated communication, contextualized in the course; Acquire skills in production and exploitation of information housed in educational media profile cases.

CONTENTS

- 1 - General introduction to the subject of multimedia communication, basic notions and conceptual clarifications. Delineating the specific field.
- 2 - Speeches of mediated communication
 - 2.1. Definition typological and instrumental
 - 2.2. Logical use of speeches
- 3 - The use of discourse context of the course video
 - 3.1. The video as a tool for observation and imaging
 - 3.2. Practice use of video materials in the production of
- 4 - The speech computer / multimedia
 - 4.1. Exploitation of software as a tool for the construction of teaching materials
 - 4.2. Exploration of specific software area
 - 4.3. Peripherals and pedagogical exploration of the image
- 5 - The Internet and its applications in the course

DEMONSTRATION OF THE CONTENTS COHERENCE WITH THE COURSE UNIT'S LEARNING OUTCOMES

For a general introduction to the multimedia and communication field, basic concepts and conceptual clarification and delimitation of the specific field will be defined, according to the proper terminology;

In computer / multimedia speech, an assessment of the pedagogical possibilities of the various means of mediated communication will be developed;

To explore the internet network, various skills in production and use of information in mediated supports will be accomplished.

TEACHING METHODOLOGIES

The work sessions may take the following dimensions:

- Expository method-dialogical, with the aim of introducing or place the contents and particular aspects of work in progress;
- Use of various technological means and stands for documenting important aspects to be addressed.
- Presentation of individual and / or collective by the students, followed by the debate about the material.
- Practical demonstrations of multimedia software.

DEMONSTRATION OF THE COHERENCE BETWEEN THE TEACHING METHODOLOGIES AND THE LEARNING OUTCOMES

The use of brief expository sessions will support the goal of understanding the appropriate terminology to practical exercises; Through technological means, the student can identify the pedagogical potential of mediated communication; The individual and collective work presentations support the development of communication skills.

EVALUATION METHODS

The assessment elements will be individual projects and / or collective, practical work and / or laboratory work. A practical examination and improvement of appeal will take place at the time specified in the School Calendar.

MAIN BIBLIOGRAPHY

- ANTERO, J. (2007). Operações de Câmara: Gramática da Captação da Imagem em Movimento. Lisboa: Edições Universitárias Lusófonas
- ANG, T. (2005). Manual de Vídeo Digital. Porto: Dorling Kindersley – Civilização, Editores,Lda.
- BARBOSA, C. (2004). Manual Prático de Produção Gráfica. Lisboa: Principia.
- GORDON, B. e M. (2002). Design Gráfico Digital. Cambridge. The Ilex Press Limited
- LEBORG, C. (2006). Visual Grammar. Nova York: Princeton Architectural Press

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