UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Multimedia

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Introduction to Multimedia (L5022)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor RUI HUMBERTO DE MATOS DIAS

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Deepening knowledge related to digital technologies, in a context of globalization of information / communication.
Deepening theoretical and critical reflections on the role of Design in that context.
Direct knowledge and reflection for application in multimedia design.
Consolidate practical skills for the development of new communication products with multimedia features.

15. Specific Objectives

Consolidate knowledge: reflective/critical, about design fundamentals, and about design processes.
Consolidate and acquire knowledge in terms of using design tools (appropriate software) to develop and edit multimedia design projects: video, digital animation, others.
Create innovative and disruptive products.

16. Skills to be acquired

Knowing how to apply, critically, theoretical and procedural knowledge in multimedia design.
Moving from simulation (diagram, storyboard, digital prototype) to editing: knowing how to apply the appropriate software features in the execution of multimedia products.

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17. Teaching Methodology

Theoretical and critical presentations supported by selected bibliography.
Participated presentations.
View and comment on case studies: exemplary designs.
Practical approaches supported by adequate software.
Encouraging applied research.
Exercise/project monitoring.

18. Course Unit Program

How to design in an interconnected, global, world: for usability and accessibility; for the establishment of cultural, social and human connections; to think critically about these connections.
Notion of multimedia.
Recalling digital design processes and methods.
Multimedia design.
Multimedia design for the Internet.
Video, digital animation, others.
Software exploration.

The program itens mentioned above give continuity to contents previously covered in the UC Digital Design, aiming now, fundamentally, an effective turn from theory, processes, simulation, diagrams, storyboard, prototyping, to an editing plan, namely through the use of software suitable for multimedia design. Such itens will be explored in the realization of exercises/projects. Articulation with projects under development at Design III course, and/or the response to opportunities (design competitions, partnerships) are promoted.

19. Assessment Methods

Two tests: practical exercises and/or written.
Exercise/project development and presentation.
Consideration of student participation and commitment, as well as their attendance, punctuality and meeting deadlines.

20. Didactic Resources

Multimedia presentations.
Available hardware.
Available software.
Internet.
Selected bibliography.

21. Sustainability Objectives

Although the aim of teaching this course and of the degree is to fulfill goal 4 of SDG defined by the UN.- quality education - the foundational basis of the UL-Lisbon Design courses is the belief that Design is a tool for the sustainable promotion of society in its ethical, social and ecological aspects. Therefore, one of the global objectives of Design teaching at ULL is to alert students to the importance of their future as designers so that it fulfils all the 17 SDG defined by the UN.

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22. Keywords

Digital technologies
Multimedia design
Internet
Video
Digital animation

23. Main Bibliography

Author(s): CHAVEZ, Conrad
Title: Design With Adobe Creative Cloud: Classroom in a Book
Edition: Year: 2013
Local: s.l.
Publisher: Adobe

Author(s): MAYER, Richard E.
Title: Multimedia Learning
Edition: 3ª Year: 2020
Local: Cambridge, Massachusetts
Publisher: Cambridge University Press

Author(s): MOGGRIDGE, Bill
Title: Desgning Media
Edition: Year: 2010
Local: Cambridge, MA
Publisher: The MIT Press

24. Complementary Bibliography

Author(s): CHUN, Russel
Title: Adobe Animate: Classroom in a Book
Edition: Year: 2022
Local: s.l.
Publisher: Adobe

Author(s): JAGO, Maxim
Title: Adobe Premiere Pro: Classroom in a Book
Edition: Year: 2021
Local: s.l.
Publisher: Adobe

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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutor RUI HUMBERTO DE MATOS DIAS
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