



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Multimedia Design Laboratory

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

2nd

4. Course Unit

Multimedia Design Laboratory (M4303)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 5,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutor Arq. RUI MANUEL REIS ALVES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Develop expression/representation skills through the use of different media, communicating ideas arising from proposed themes related to Design for the City (theme of the current edition of the Master in Design).

Promote transdisciplinarity with other areas related to Design: architecture, visual arts, video, photography.

15. Specific Objectives

To orientate skills for visual communication through the use of different media.

Understand the specificity of each medium and the possibility of crossing them.

Develop specific techniques and explore these media in the context of the designer's work.

16. Skills to be acquired

Develop individual and teamwork skills.

To consolidate skills of articulation between reading and communication; as well as of transdisciplinary, reflection and critical thinking.

Integrate collaborative practices.

17. Teaching Methodology



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Theoretical sessions according to the programme contents.
Visualisation and case analysis sessions.
Framing sessions on the exercise statements and assignments.
Extra sessions, on a study visit basis, to analyse cases in loco.
Participatory exhibitions; debate.
Support for research and the development of work.
Tutorial guidance sessions.
Exercise and project assessment sessions / continuous assessment process.
Exam assessment session.

18. Course Unit Program

Framing: Design of(in)the city
Reading urban environments, and their expression through films, time-lapses, photographs, collages.
Materials, textures, colours, shapes and spaces. People, vehicles, sounds and lights, forming a whole.
whole. The notion of synthesis and the choice of significant elements capable of expressing the ?environment?
express the ?environment?
Reading urban details and their expression through photographs/collages.
Lettering, hoardings, signs, door handles, letter boxes, doorbells. The notion of seriation and set. Identifiable series and sets in an urban area.
Survey of pieces of street furniture. Measurement, identification of the shape, materials and construction process and their representation in technical drawings to scale, executed with the aid of computer programmes. Freehand, working sketches. Technical presentation drawings.

19. Assessment Methods

Individual work, using processes indicated with the means available.
Presentations in digital documents; evaluations in participatory sessions, consideration of the quality and depth of work.
Commitment; participation, attendance, punctuality and fulfilment of timetables.

20. Didactic Resources

Bibliography indicated.
Use of the ULL media library and other media libraries and libraries.
Analogue and digital media (offline and online) for the presentation of programme contents and for research, development
for research, development and presentation of works.
Study visits.

21. Sustainability Objectives

Although the purpose of the UC and the master's degree is to comply with objective 4 of sustainable development defined by the UN - quality education - the Design courses at UL - Lisboa start from the understanding of Design as a tool for the sustainable promotion of society in the ethical, social and ecological aspects, hence one of the global objectives of Design teaching at ULL is to alert students so that their future as designers meets the 17 objectives defined by that organisation.



UNIVERSIDADE LUSÍADA
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22. Keywords

Urban Design
Graphic Design
Equipment Design
Photography
Video Design
Technical Design

23. Main Bibliography

Author(s): CULLEN, Gordon
Title: Paisagem Urbana
Edition: Year: 2022
Local: Lisboa
Publisher: edições 70

Author(s): PALLASMA, Juhani
Title: Os olhos da pele: a arquitectura e os sentidos
Edition: Year: 2011
Local: Porto Alegre
Publisher: Bookman

Author(s): RICHTER, Gerard
Title: Atlas
Edition: Year: 2011
Local:
Publisher: Thames & Hudson

24. Complementary Bibliography

Author(s): PALLA; Victor; MARTINS, Costa
Title: Lisboa, Cidade triste e alegre
Edition: Year: 2014
Local: Lisboa
Publisher: A Bela e o Monstro

Author(s): LATTES, Leandro
Title: Hasta fin de existencias, Detalles urbanos de Madrid
Edition: Year: 2003
Local: Madrid
Publisher: Ediciones Aldeasa



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Ficha técnica MIP / MIP Datasheet	
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