



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Multimedia Design Production

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

2nd

4. Course Unit

Multimedia Design Production (M4304)

5. Scientific Area

6. Curricular Year

1st

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: 5,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutor JOÃO MIGUEL DE CARVALHO LOPES MESQUITA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

At the end of this curricular unit, students should have acquired intermediate level skills in multimedia and interaction design, namely in its tangible and multisensory component and its applications in the context of environment design. The curricular unit presents a theoretical component of multimedia and interaction design, complemented by a practical component, through a project on how to study the interface and its implementation in space.

15. Specific Objectives

- multimedia and interaction design concepts.
- conceptualization of a tangible multimedia project.
- prototyping of the tangible multimedia project in the context of environment design.

16. Skills to be acquired

- production of multimedia content in the area of text, image, video, sound and programming.
- methodologies for producing multimedia projects.
- application of the methodology to a specific project.
- creation of a proposal for the application of a multimedia space project to an environment.

17. Teaching Methodology



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Expository method - moment where students come into contact with the theoretical component and explanations of the subject, also including the analysis of case studies.

Demonstrative method - moment in which the teacher exemplifies the material exposed in practice.

Interrogative method - when students have the opportunity to ask questions.

Active method - the student is invited to apply the material taught in practice, namely in OT classes.

18. Course Unit Program

- The role of multimedia design in environment design.
- Media Theory. Brief context of media in society and culture. Transition from old media to new media: the role of design.
- Multimedia object as system. The role of design in systems design.
- The multimedia environment as a cybernetic and emerging system.
- The multimedia object as an open system and its relation to culture.
- Interface and interactivity: from CLI to multisensory interfaces.
- The interface as a complement to the real world: augmented reality.
- The interface-environment: virtual reality.
- Aesthetics of the digital environment.
- The role of immersion in multimedia environments.
- Storytelling in multimedia environments design. The use of personas.
- Metamedia: evolution of the concept and state of the art. Creative Technologists.

19. Assessment Methods

The continuous assessment methodology follows the general regulations of the Lusíada University for postgraduate programs. In addition to the final written exam, students will have to deliver a project at the end of the semester in the form of a project that comprises two components: the first, mandatory, is the design of interfaces that make up the environment with an interaction prototype. The second, optional, is the functional prototype, installed in the environment considered.

20. Didactic Resources

media production applications (text, image, video, sound - creative cloud)
multimedia production applications (thonny, resolume)
material for prototyping interactive objects and environments (raspberry pi pico w /micropython)

21. Sustainability Objectives

The curricular unit foresees that these general and specific competences for the development of the interaction design activity, be it in the use of sustainable sources of electricity production, their use in terms of emissions and sound and visual pollution, as well as in the residual treatment of its atmospheric effects (temperature). Being a CU integrated into a master's program, objective 4 is also taken into account.



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22. Keywords

design
multimédia
new media
multimedia
digital media
ambientes
tangível
videomapping
process



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23. Main Bibliography

Author(s): Cooper, Alan; Reimann, Robert; Cronin David; Noessel, Christopher
Title: About Face: The Essentials of Interaction Design
Edition: 4 Year: 2014
Local: West Sussex, UK
Publisher: Wiley

Author(s): Moggridge, Bill
Title: Designing Interactions
Edition: 1 Year: 2006
Local: Cambridge, MA, USA
Publisher: The MIT Press

Author(s): Salen, Katie e Zimmerman, Eric
Title: Rules of Play
Edition: Year: 2004
Local: Cambridge, MA
Publisher: The MIT Press

24. Complementary Bibliography

Author(s): Norman, Donald
Title: The Design of Everyday Things
Edition: 2 Year: 2013
Local: New York, NY
Publisher: Basic Books

Author(s): Wardrip-Fruin, Noah & Montfort, Nick(edts.)
Title: The New Media Reader
Edition: 1 Year: 2003
Local: Cambridge, MA
Publisher: The MIT Press



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PRODUÇÃO DE DESIGN MULTIMÉDIA': Academic Year 2023/2024
Autor / Author	Prof. Doutor JOÃO MIGUEL DE CARVALHO LOPES MESQUITA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
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