UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Digital Multimedia Workshop

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

COMMUNICATION AND MULTIMEDIA

3. Cycle

1st

4. Course Unit

Digital Multimedia Workshop (L2123)

5. Scientific Area

6. Curricular Year

3rd

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:	20,00

9. ECTS Credits

6,00

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 introductory skills in terms of interaction design and underlying concepts, allowing them to identify and understand the forms of communication enhanced by digital media and their effectiveness in building the user experience;

15. Specific Objectives

+ introduction to interaction design concepts within the functional and expressive paradigm;
+ introduction to the technical skills of developing interfaces appropriate to the experience;
+ introduction to methodologies for gathering needs and measuring results in the context of interaction design.

16. Skills to be acquired

- historical and theoretical framework of the discipline of interaction design.
- methodologies focused on solving problems, operating procedures and measuring the effectiveness of the solutions presented.
- skills in the area of creative technologies.

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

- Theoretical and historical framework of interaction design;
- Dimensions of the interface and Verplank's "How?" method;
- Design methodology centered on the objective;
- Concepts of cognitive psychology in interaction design;
- Functional and expressive interfaces in interaction design;
- Interaction patterns;
- The multimedia object as a system;
- Interaction design methodologies and tools.
- Editorial component methodologies. Screenwriting in expressive applications.
- Physical Interfaces
- Telepresential interfaces - VR

19. Assessment Methods

The continuous assessment methodology follows the general regulations of Universidade Lusíada as well as the Specific Assessment Rules for the Degree in Communication and Multimedia. The continuous evaluation, in addition to the obligatory elements, includes the Other Elements weighting, which consists of the total weighted average of n proposed exercises, with the following exercise always worth twice as much as the previous one, weighting updated for each proposed exercise.

20. Didactic Resources

Suite Creative Cloud
Godot
Licenças para exportação para Android e iOS
Software de Modelação 3D (3D Studio Max e Blender)
Plataformas 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) (4)

22. Keywords

interaction design
creative technologies

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23. Main Bibliography

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

Author(s):	Cooper, Alan & Reimann, Robert & Cronin, David		
Title:	About Face		
Edition:	4	Year:	2014
Local:	Indianapolis, IN		
Publisher:	Wiley		

Author(s):	Bizzocchi, Jim		
Title:	Ceremony of Innocence: A Case Study in the Emergent Poetics of Interactive Narrative		
Edition:	1	Year:	2001
Local:	Detroit, MI		
Publisher:	University of Michigan		

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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Título / Title	Course Unit Program 'OFICINA DE MULTIMÉDIA DIGITAL': Academic Year 2024/2025
Autor / Author	Prof. Doutor JOÃO MIGUEL DE CARVALHO LOPES MESQUITA
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