UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Costs and Characteristics of AudioVisual Equipment

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

COMMUNICATION AND MULTIMEDIA

3. Cycle

1st

4. Course Unit

Costs and Characteristics of AudioVisual Equipment (L2124)

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:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora GRÉCIA DESIREE FALCAO DE ARAUJO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The Curricular Unit aims to identify, characterize and compare the different types of equipment and technologies involved in the creation and promotion of audiovisuals in a multimedia context. Attention will be paid to organizational aspects with regard to strategic media planning for the dissemination of an AV piece in an online/offline environment and budget management for different audiovisual productions.

15. Specific Objectives

Aspects related to the characterization of multimedia technologies will be cited, in order to reflect on digital culture and ways of engaging the receiver in AV productions. Students should also acquire knowledge about ways of acquiring, using, conserving and updating equipment involved during filming (equipment for capturing sound and image in film and video; lighting equipment and studio services) and during post-production (editing/finishing software).

16. Skills to be acquired

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- To learn to characterize multimedia communication and the new modes of production, distribution and reception of messages in digital culture.

- To understand the transmedia concept - the creation of cross-platform content - as a guiding principle for contemporary media consumption.

- To understand the production chain of audiovisual projects, following the role played by each communication professional, in order to create budgets and plan promotional strategies to reach audiences.

17. Teaching Methodology

Theoretical classes with an expository character on concepts, techniques and technologies. Tutorial classes focused on practical work, research and discussion among students in order to promote debate and lead to learning and self-learning.

18. Course Unit Program

- Theoretical explanation of concepts such as digital culture, cyberculture, culture of participation, remix culture and collective intelligence.

- Analysis of cases of transmedia strategy for publicizing movies and TV series.

- From analogue to digital cinematography: ruptures and continuities.

- About equipment for image capture, sound capture and lighting; and its applicability in AV projects.

- On budgetary production of small and large AV projects involving equipment rental, studio per diems and hiring different team members.

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.

20. Didactic Resources

Cost studies of human resources in this area; product catalogs associated with audiovisual creation equipment; specialized literature; datashow.

21. Sustainability Objectives

22. Keywords

transmedia storytelling; analogue and digital cinematography.

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23. Main Bibliography

Author(s):	JENKINS, Henry		
Title:	Cultura da convergência		
Edition:	2. ed.	Year:	2009
Local:	São Paulo		
Publisher:	Aleph		

Author(s):	EVANS, Elizabeth		
Title:	Transmedia Television: Audiences, New Media and Daily Life		
Edition:		Year:	2011
Local:	New York/London		
Publisher:	Routledge		

Author(s):	RYAN, Marie - Laure		
Title:	Narrativa transmídia e transficcionalidade		
Edition:		Year:	2013
Local:			
Publisher:	Celeuma, v. 2, n. 3, p. 96-128, dez.		

24. Complementary Bibliography

Author(s):	MANOVICH, Lev		
Title:	El lenguaje de lós nuevos médios de comunicación: La imagen em la era digital		
Edition:		Year:	2011
Local:	Espanha		
Publisher:	Paidós		

Author(s):	FIGGIS, Mike		
Title:	Filmar em digital		
Edition:		Year:	2010
Local:	Avanca: Cine-Clube de Avanca		
Publisher:	Rev. Cláudia Ferreira		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'CARACTERÍSTICAS E CUSTOS DE EQUIPAMENTOS AV': Academic Year 2024/2025
Autor / Author	Prof. Doutora GRÉCIA DESIREE FALCAO DE ARAUJO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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