UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Costs and Characteristics of Multimedia 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 Multimedia Equipment (L2125)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

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 skills in the characterization of equipment used in the production of digital media, as well as assessing production budgets contemplating scenarios of purchase and/or rental of the same equipment. In addition, students should also reinforce skills in assigning value per task with the ultimate goal of understanding the costs associated with each of the production tasks.

15. Specific Objectives

Students should be able to assess equipment costs and the implications of choosing one piece of equipment over another, taking into account its characteristics and end use, as well as integrating these costs into the general picture of media project production costs.

16. Skills to be acquired

Competence in monitoring the process of creating a digital media studio, as well as in maintaining and updating equipment.
Competence in the acquisition, rental or purchase of equipment according to the business models/services of the atelier.
Skills in project budget management.

17. Teaching Methodology

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

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

+ Structure of a multimedia company;
+ Analysis of business departments;
+ Methodologies for budgeting and project costs.
+ Application of Digital Media Production Methodologies in corporate environments;
+ Applying pipeline models in business environments;
+ Review of pipeline models;
    + Editorial component;
    + Multimedia production design model: UI, UX, UxD;
    + Design elements production;
    + Development and prototyping;
    + Applications quality control;
+ Sales and distribution platforms;
+ Longevity/Maintenance of apps and results evaluation.

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 UC also contemplates the obligation of the assessment element defined in article 8, paragraph e, this classification being the weighted average of exercises performed during the continuous assessment in which weight = 2x/n(n+1);

20. Didactic Resources

creative cloud
godot
ms project
git

21. Sustainability Objectives

The general and specific objectives of the UC focus on the acquisition of general and specific skills for multimedia production with a focus on quality (objective 4).

Taking into account the use of material resources, the UC is taught taking into account the ecological footprint of the development of pipelines, namely in its implementation, but essentially in its operation: renewable energy sources and emission control, namely in heat generation.

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

22. Keywords

multimédia
media
digitais
costs
equipment
pipeline

23. Main Bibliography

Author(s):	Dunlop, Renee		
Title:	Production Pipeline Fundamentals for Film and Games		
Edition:		Year:	2014
Local:	Burlington, MA		
Publisher:	Focal Press		

Author(s):	Winder, Catherine, Dowlatabadi, Zahra e Miller-Zarneke		
Title:	Producing Animation		
Edition:	2	Year:	2011
Local:	Burlington, MA		
Publisher:	Focal Press		

Author(s):	Musburger, Robert e Kindem, Gorham		
Title:	Introduction to Media Production		
Edition:	4	Year:	2009
Local:	Burlington, MA		
Publisher:	Focal Press		

24. Complementary Bibliography

Author(s):	Bartle, Richard A.		
Title:	Designing Virtual Worlds		
Edition:		Year:	2004
Local:	Berkeley, CA		
Publisher:	New Riders		

Author(s):	Schuytema, Paul		
Title:	Game Design: A practical approach		
Edition:		Year:	2006
Local:	Boston, MA		
Publisher:	Charles River Media		

UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'CARACTERÍSTICAS E CUSTOS DE EQUIPAMENTOS MULTIMÉDIA': Academic Year 2024/2025
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

(c) Universidade Lusíada, 2024

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt