UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Media Production Project

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

COMMUNICATION AND MULTIMEDIA

3. Cycle

1st

4. Course Unit

Media Production Project (L2132)

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. 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 developed a final course project at the level of advanced proficiency in their area of interest, applying the multiple knowledge acquired throughout the study cycle, with this project being a summary of all theoretical and technicians of their studies.

15. Specific Objectives

Students must be able to theoretically and practically operationalize the knowledge acquired during the study cycle and apply them to their final course project, once completed, so that it is not only a portfolio piece but also a business card in their further activity. studies or professional work.

16. Skills to be acquired

The curricular unit provides that the skills are previously acquired. They just have to be applied.

17. Teaching Methodology

Active method - the student is invited to present their project.
Interrogative method - when students and teachers have the opportunity to ask questions.
Demonstrative method - moment in which the teacher exemplifies in practice some of the most complex issues of the subject exposed and where the issues are resolved in the context of class.

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18. Course Unit Program

Continuation of critical discourse analysis in art and multimedia communication. Analysis of case studies;
Evolutionary trends in multimedia arts, from a conceptual, aesthetic, technical and formal perspective.
Other issues of professional activity and research in arts and multimedia communication.
Monitoring student work.

19. Assessment Methods

The continuous assessment methodology follows the specific regulations for the degree in communication and multimedia. Final course projects are individual, but the student can use a colleague as a partner. If students choose this modality, in that case, the student is evaluated in the editorial component for their project and in the technical component for the partner's project.

20. Didactic Resources

Photography and audiovisual studio,
Creative Cloud
Godot/Visionaire
Blender
Solve
Pythonanywhere.com
Analog photography laboratory

21. Sustainability Objectives

the curricular unit provides that these general and specific skills for the development of the media professional's activity, whether in the use of sustainable electricity production sources, their use in terms of emissions and noise and visual pollution, as well as in the residual treatment of its atmospheric effects (temperature) (4)

22. Keywords

final course project
multimedia
communication

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23. Main Bibliography

Author(s):	Gray, Carole & Malins, Julian		
Title:	Visualizing Research		
Edition:	2	Year:	2016
Local:	Aldershot, UK		
Publisher:	Ashgate		

Author(s):	George, Adrian		
Title:	The Curator's Handbook		
Edition:	2	Year:	2017
Local:	London, UK		
Publisher:	Thames & Hudson		

Author(s):	Wales, Lorene		
Title:	The Complete Guide to Film and Digital Production: The People and The Process		
Edition:	4	Year:	2023
Local:	New York, NY		
Publisher:	Routledge		

24. Complementary Bibliography

Author(s):	Yablonski, Jon		
Title:	Laws of UX		
Edition:	2	Year:	2024
Local:	Sebastopol, CA		
Publisher:	O'Reilly		

Author(s):	Whitehorn, Anthony (edts)		
Title:	Multimedia: O Guia Completo		
Edition:	1	Year:	1996
Local:	Lisboa		
Publisher:	Público		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PROJECTO DE PRODUÇÃO MEDIATIZADA': Academic Year 2024/2025
Autor / Author	Prof. Doutor JOÃO MIGUEL DE CARVALHO LOPES MESQUITA
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