UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
ELECTIVE III - CONTENT PRODUCTION FOR COMPUTER MULTIMEDIA

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

COMMUNICATION AND MULTIMEDIA

3. Cycle

1st

4. Course Unit

ELECTIVE III - CONTENT PRODUCTION FOR COMPUTER MULTIMEDIA (L2150)

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. Doutora GRÉCIA DESIREE FALCAO DE ARAUJO

12. Assistants

Prof. Doutor THOMAS BEHRENS

13. Teaching Language

Portuguese

14. General Objectives

Within the scope of digital humanities, the Curricular Unit aims to clarify the production of contemporary documentary knowledge to address the impact of digital methods and tools on the generation of knowledge. The aim is to carry out a critical analysis of new forms of social interaction in multimedia environments and the challenges faced in relation to memory, culture and information in the face of a society in continuous digitalization.

15. Specific Objectives

Based on the analysis of sources and search for information, develop content dissemination strategies that consider the user experience in online environments, developing clear and persuasive communication for various editorial purposes.

16. Skills to be acquired

- Writing ability for multimedia projects suited to the target audience with effective and assertive communication.
- Ability to defend the relevance of multimedia content projects.
- Technical, creative, communication and management skills applied in the structuring and execution of multimedia projects.
- Critical skills related to the impact of digitalization on the exercise of the communication professional's activity.

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17. Teaching Methodology

Expository classes; guided readings and studies; practical exercises using appropriate supports and software; visual cartography as an active methodology for systematic organization; project monitoring.

18. Course Unit Program

1. Questions about the media and society: the critical history of communication. 1.1 Multimedia and hypermedia: uses, forms of production and representation of knowledge;
1.2 Literacy and its evolution: digital domain.

2. Analysis of the current media ecosystem: case studies.
2.1 Knowledge in the field of emerging technologies: sharing in a network and appropriation by the community;
2.2 Digital culture and social participation: reflections on innovation and inclusion;
2.3 Production of informative, entertaining and commercial content for different communication platforms.

3. Digital media production: storytelling and interactivity.
3.1 Audience engagement and creation of audiences and communities;
3.2 Development of good practices in digital media literacy;
3.3 Relationship between text and image in a dynamic multimedia environment;
3.4 Content design rules on digital platforms: linear and non-linear narrative structure;
3.5 Defense and analysis of multimedia products.

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

Specialized bibliography; multimedia projector; multimedia case studies using suitable software for implementing projects.

21. Sustainability Objectives

Promote awareness about the environmental impact of current technologies in the ethical context of digital humanities.

22. Keywords

informative content; digital products; content creation; digital culture.

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23. Main Bibliography

Author(s):	Baca, Murtha Ed		
Title:	Introduction to METADATA		
Edition:	2nd	Year:	2008
Local:	Los Angeles		
Publisher:	Getty Research Institute - Getty Publications		

Author(s):	Miranda, G. L. (Org.).		
Title:	Psicologia dos comportamentos online		
Edition:		Year:	2015
Local:	Lisboa		
Publisher:	Relógio D'Água Editores		

Author(s):	Lankshear, C., & Knobel, M.		
Title:	Digital Literacies: Concepts, Policies and Practices		
Edition:		Year:	2008
Local:	New York		
Publisher:	Peter Lang		

24. Complementary Bibliography

Author(s):	Vinck, D.		
Title:	Humanidades Digitales. La cultura frente a las nuevas tecnologias		
Edition:		Year:	2018
Local:	Barcelona		
Publisher:	Gedisa Editorial		

Author(s):	Gold, M. K. (Ed.)		
Title:	The Fourth Revolution: How the Infosphere is Reshaping Human Reality		
Edition:		Year:	2017
Local:	UK		
Publisher:	Oxford University Press		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'OPÇÃO III - PRODUÇÃO DE CONTEÚDOS INFORMATIVOS PARA MULTIMEDIA':
Autor / Author	Prof. Doutora GRÉCIA DESIREE FALCAO DE ARAUJO
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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