UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Multimedia

Academic Year 2025/2026

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Introduction to Multimedia (L5022)

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:	

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora GRÉCIA DESIREE FALCAO DE ARAUJO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

In the theoretical component of the Curricular Unit, the aim is to introduce students to a set of knowledge in the field of media theory, contextualized within the practices of communication design. In a laboratory environment, practical components are presented focusing on the use of digital technologies for the development of multimedia communication projects.

15. Specific Objectives

- Stimulate critical notions about multimedia systems dealing with digital humanities and human-machine interaction processes.
- Evaluate aspects of communication design based on narrative based on user experience.
- Conceptualize the interface and the digital artifact and evaluate its accessibility and usability.
- Explore strategies and analysis of the life cycle of communication products applied to web interfaces and interactive arts (augmented reality, virtual reality, mixed reality etc)

16. Skills to be acquired

- To employ acquired competencies in the use of digital and interactive media, and develop analytical skills for the ethical and critical use of these technologies.
- To improve students' ability to produce, broadcast and transmit content through applications, platforms and supports.
- To integrate the field of technological innovation into the context of applied arts, aimed at project development based on briefings.

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17. Teaching Methodology

Expository classes; readings and guided studies; guidance for applied research in multimedia context; practical exercises using appropriate tools and softwares; project supervision.

18. Course Unit Program

- Basic concepts of Human-Computer Interaction.
- Communication design processes and methods: evaluation of web interfaces and virtual environments.
- Importance and principles of usability in case studies.
- Definition and importance of narrative in multimedia: linear and non-linear narratives.
- User-generated content: social networks, media sharing, user communities and connected devices.
- Types of applications: exploratory, creative and cooperative systems.
- Guidelines and good navigation practices.
- Physical and cognitive abilities, personality, culture and special needs in user-centered communication design.
- Definition of target users, usability measures and evaluation techniques.
- Web resources and career opportunities: case studies.
- Definition of objectives for developing a multimedia application.
- Readings and practical exercises in multimedia.
- Project proposal, participation in discussions and peer evaluations.
- The field of digital humanities: the ethics of digitization and digital preservation.

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 Design.

20. Didactic Resources

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

21. Sustainability Objectives

To promote awareness about the environmental impact of current technologies within the ethical context of digital humanities.

22. Keywords

digital technologies; communication design; multimedia communication; digital humanities.

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23. Main Bibliography

Author(s):	Shneiderman, Ben; Plaisant, Catherine		
Title:	Designing the user interface		
Edition:	4th Edition	Year:	2005
Local:	United States of America		
Publisher:	Pearson Education, Inc.		

Author(s):	Mayer, Richard E.		
Title:	Multimedia Learning		
Edition:	3rd edition	Year:	2020
Local:	Cambridge, Massachusetts		
Publisher:	Cambridge University Press		

Author(s):	Moggridge, Bill		
Title:	Designing Media		
Edition:	1st Edition	Year:	2010
Local:	Cambridge, MA		
Publisher:	The MIT Press		

24. Complementary Bibliography

Author(s):	Deegan, M., & McCarty, W. (Eds.)		
Title:	Collaborative Research in the Digital Humanities.		
Edition:	1st Edition	Year:	2012
Local:	London		
Publisher:	Routledge		

Author(s):	Claire Warwick, Melissa Terras, Julianne Nyhan		
Title:	Digital humanities in practice		
Edition:	1st Edition	Year:	2012
Local:	London		
Publisher:	Facet Publishing / UCL Centre for Digital Humanities.		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INTRODUÇÃO À MULTIMÉDIA': Academic Year 2025/2026
Autor / Author	Prof. Doutora GRÉCIA DESIREE FALCAO DE ARAUJO
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