UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Multimedia Design Laboratory

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

2nd

4. Course Unit

Multimedia Design Laboratory (M4403)

5. Scientific Area

6. Curricular Year

1st

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:	5,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MARIA INÊS COSTA DA VEIGA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Develop expression/representation and research skills through the use and exploration of different media, communicating ideas arising from proposed themes related to Design and Life (freely extrapolating from the Art and Life formulation) and the thematic axes of the master's degree: local/glocal, human/non-human, social experiences and the environment. Promote transdiciplinarity with other areas related to Design: architecture, fine arts, cinema, interaction.
arts, cinema, interaction.

15. Specific Objectives

To develop communication skills through the use of different media.
Understand the specificity of each medium and the possibility of crossing them.
To develop and explore different means of recording, presentation, representation and expression in the context of the designer's work.

16. Skills to be acquired

Consolidate skills in articulating reading and communication, as well as transdisciplinary reflection and critical thinking.
Develop creative confidence in the use of media.
Develop research through different different media and recognize different results.
Recognize tools and concepts for multimedia project development.
Develop individual and teamwork skills.

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17. Teaching Methodology

Lectures based on the syllabus.
Individual and group work, using the processes indicated with the means available.
Analysis of cases and extra sessions, in the form of study visits, to analyze cases in loco.
Tutorial sessions, support for research and the development of work.

18. Course Unit Program

Communication and image: temporality and narrative in photography, animation and cinema.
Project development tools: framing, narrative arc, storyboard.
Means of recording and visualizing data and expressing emotions.
Project development tools: drawing, collage, moodboard, mind map, diagram and infographics.
Sensory and interactive expression and communication: sound, smell, touch, interfaces, experience and environment design.

19. Assessment Methods

Individual and group work, using the processes indicated with the means available.
Participatory presentations and exhibitions; debate and collective consideration of the quality and depth of the work.
Commitment; participation, attendance and meeting deadlines.

20. Didactic Resources

Bibliography indicated.
Use of ULL's media library and other media libraries.
Analog and digital media (offline and online) for the presentation of syllabus content and for research, development and presentation of work.
Study visits.

21. Sustainability Objectives

Although the aim of teaching this course and of the degree is to fulfil goal n.4 - quality education - the foundational basis of the UL-Lisbon Design courses is the belief that Design is a tool for the sustainable promotion of society in its ethical, social and ecological aspects. Therefore, one of the global objectives of Design teaching at UL-Lisbon is to alert students to the importance of their future as Designers so that it fulfils ALL the 17 SDG defined by the UN.

22. Keywords

design
communication
interaction
multimedia
environments
senses

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23. Main Bibliography

Author(s): Cheryl Platz
Title: Design Beyond Devices. Creative Multimodal, Cross-Device Experiences.
Edition: Year: 2020
Local:
Publisher: Rosenfeld

Author(s): Costello, V
Title: Multimedia Foundations: core concepts for digital design.
Edition: Year: 2016
Local:
Publisher: Taylor & Francis

Author(s): Antonelli, Paola
Title: Talk to me: Design and the communication between people and objects
Edition: Year: 2011
Local: New York
Publisher: The Museum of Modern Art

24. Complementary Bibliography

Author(s): Madeline Schwartzman
Title: See Yourself Sensing: Redefining Human Perception
Edition: Year: 2011
Local: London
Publisher: Black Dog

Author(s): Beatriz Colomina and Mark Wigley
Title: Are We Human? Notes on an Archaeology of Design
Edition: Year: 2016
Local: Zürich
Publisher: Lars Müller Publishers

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Autor / Author	Prof. Doutora MARIA INÊS COSTA DA VEIGA
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