



UNIVERSIDADE LUSÍADA
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Course Unit Program
Multimedia Design Production

Academic Year 2024/2025

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

2nd

4. Course Unit

Multimedia Design Production (M4404)

5. Scientific Area

6. Curricular Year

1st

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: 5,00

9. ECTS Credits

7,50

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 intermediate-level skills in multimedia and interaction design, namely in its tangible and multisensory component and its applications in the context of environmental design. The course unit presents a theoretical component of multimedia and interaction design, complemented by a practical component, through a project on how to study interface and implementation in space.

15. Specific Objectives

- concepts of multimedia and interaction design.
- conceptualization of a tangible multimedia project.
- prototyping of the tangible multimedia project in the context of environmental design.

16. Skills to be acquired

- production of multimedia content in the areas of text, image, video, sound and programming.
- methodologies for producing multimedia projects.
- application of the methodology to a specific project.
- creation of a proposal to apply a multimedia space project to an environment.

17. Teaching Methodology



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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 exposed material 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, particularly in OT classes.

18. Course Unit Program

- The role of multimedia design in environmental design.
- Media theory. Brief contextualization of the media in society and culture. Transition from old media to new media: the functions of design.
- The multimedia object as a system. The role of design in systems design.
- The multimedia environment as a cybernetic and emerging system.
- The multimedia object as an open system and its relationship with culture.
- Interface and interactivity: from CLI to multisensory interfaces. - The interface as a complement to reality: augmented reality.
- The interface-environment: virtual reality.
- The aesthetics of the digital environment.
- The role of immersion in the multimedia environment.
- Storytelling in the design of multimedia environments. The use of personas.
- Metamedia: evolution of the concept and state of the art. Creative technologists.

19. Assessment Methods

The continuous assessment methodology follows the general regulations of Universidade Lusíada for postgraduate programs. Along with the final written exam, students will have to deliver work at the end of the semester in the form of a project that includes two components: the first, mandatory, the design of interfaces that make up the environment with an interaction prototype. The second, optional, is the functional prototype, installed in the environment considered.

20. Didactic Resources

media production applications (text, image, video, sound - creative cloud)
multimedia production applications (thonny, resolume)
prototyping material for interactive objects and environments (raspberry pi pico/micropython)

21. Sustainability Objectives

The curricular unit provides that these general and specific skills develop the activity of interaction designer, whether in the use of sustainable electricity production sources, their use in terms of emissions and noise and visual pollution, as well as the residual treatment of their effects atmospheric (temperature). As a UC is integrated into a master's program, objective 4 is also taken into account.

22. Keywords



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design
multimédia
new media
multimedia
digital media
ambientes
tangível
videomapping
p



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23. Main Bibliography

Author(s): Cooper, Alan; Reimann, Robert; Cronin David; Noessel, Christopher
Title: About Face: The Essentials of Interaction Design
Edition: 4 Year: 2014
Local: West Sussex, UK
Publisher: Wiley

Author(s): Moggridge, Bill
Title: Designing Interactions
Edition: 1 Year: 2006
Local: Cambridge, MA, USA
Publisher: The MIT Press

Author(s): Salen, Katie e Zimmerman, Eric
Title: Rules of Play
Edition: Year: 2004
Local: Cambridge, MA, USA
Publisher: The MIT Press

24. Complementary Bibliography

Author(s): Norman, Donald
Title: The Design of Everyday Things
Edition: 2 Year: 2013
Local: New York, NY
Publisher: Basic Books

Author(s): Wardrip-Fruin, Noah & Montfort, Nick(edts.)
Title: The New Media Reader
Edition: 1 Year: 2003
Local: Cambridge, MA
Publisher: The MIT Press



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Ficha técnica MIP / MIP Datasheet	
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