 <p><b>IPG</b> Politécnico da Guarda Escola Superior de Tecnologia e Gestão</p>	<b>SUBJET DESCRIPTION</b>	<b>MODELO</b> PED.013.02
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<i>Course</i>	<b>Marketing Graduation</b>		<i>Academic year</i>	<b>2021/2022</b>	
<i>Subject</i>	<b>Multimedia</b>		ECTS	<b>6</b>	
<i>Type of course</i>	<b>Compulsory</b>				
<i>Year</i>	<b>2</b>	<i>semester</i>	<b>2º sem</b>	<i>Student Workload:</i>	
<i>Professor(s)</i>			<i>Total</i>	168	<i>Contact</i> 75
<i>Area Coordinator</i>	<b>PhD José Fonseca</b>				

**PLANNED**

### 1. LEARNING OBJECTIVES

- O1 - Use multimedia elements appropriately in the development of promotional content.
- O2 - Apply graphic design principles in the design and implementation of graphical user interfaces (GUI)
- O3 - Plan, structure and develop applications using the concepts and methods of web design.
- O4 - Correctly use of multimedia elements for the elaboration of Web pages.

### 2. PROGRAMME


- C1 – Usability.** Human Computer Interaction (HCI) concepts; User Interface and User experience (UI/UX); User-Centered Development.
- C2 - Graphic Design Principles.** Useful recommendations to design graphical user interface (GUI).
- C3 – Prototyping.** Horizontal and Vertical prototypes. “Look and feel”
- C4 - Website development.** Plan, structure and develop a website based on Content Management System (CMS).

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The presented curriculum includes all the topics described in our goals. The contents are consistent with the objectives of the course as the program was designed to address properly the planning and development of prototypes and web applications, introducing concepts and methods for the integration of HCI concepts and usability in the development of web applications.

### 4. MAIN BIBLIOGRAPHY:

A. DIX, J. FINLAY, G.D. ABOWD AND R. BEALE Human Computer Interaction, , 3rd Edition, Prentice Hall, 2003, ISBN 0130461091.

 <p data-bbox="448 136 679 271"> <b>Politécnico da Guarda</b>          Escola Superior de Tecnologia e Gestão       </p>	<b>SUBJET DESCRIPTION</b>	<b>MODELO PED.013.02</b>
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BEAIRD, Jason e GEORGE James; The Principles of Beautiful Web. SitePoint; 3 edition, SitePoint, 2014

Brad Williams, David Damstra, Hal Stern; Professional WordPress: Design and Development 2nd Edition, wrox, 2013. ISBN: 978-1118442272

FONSECA M., CAMPOS P., GONÇALVES D. (2012) Introdução ao Design de Interfaces. Lisboa: FCA, Editora Informática - ISBN 978-972-722-738-9.

Miranda, J.C (2021). Discipline notes. IT department. Moodle – ESTG/IPG.

ROBBINS, Jennifer Niederst; Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics . O'Reilly Media; Fourth Edition edition., O'Reilly Media, 2012

## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The course will be developed according to a theoretical and practical model that will alternate theoretical and practical lessons with classes dedicated to developing exercises and projects. The exercises will focus on the exploration and consolidation of knowledge through specific problem solving. Find It will develop the critical skills of students through analysis and collective discussion of the work done in class.

The summative dimension of continuous assessment is based on the assessment of the Portfolio of works developed by the students, where the ability to implement the theoretical and practical concepts of the course will be assessed.

### Evaluation Rules:

#### - Continuous evaluation:

Practical assignments (100%)

#### - Final Exam Evaluation (regular season):

Practical assignments (80%) + Theoretical Test (20%) \*

\* The student must complete the practical component to be admitted to the exam.

#### - Final Exam Evaluation (supplementary or special season)

Theoretical-Practical Test (100%)

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

To achieve the proposed objectives, the methodology adopted in the course are based on the principles of theoretical, practical and laboratory.

The teaching methodologies are consistent with the objectives of the course as the exhibition of technologies and tools associated with the presentation of case studies and problem solving provides an adequate explanation of the contents. The case study analysis allow you to show the importance of usability in the development of multimedia systems centered on the user.

## **7. ATTENDANCE**

Tutorial works must be submitted on the date defined in the schedule of discipline, available to students in the eLearning platform. Students with “student worker” status can present their works at a date to match with the teacher.