

## MULTIMEDIA DESIGN I

Degree in Graphical Design

Degree in Graphical Design

---

Code: 11831

Main Scientific Area: Audiovisuais

Lecturer: Paulo Jorge da Silva Fernandes

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 100h

ECTS: 6,0

---

### Objectives

At the end of this course, students will be able to develop interactive multimedia products, providing appropriate computational tools. In product development students take into account some principles of user-centered design, combined with a graphic component development interfaces, and development of animation and interaction algorithms.

### Learning Outcomes

1. Theoretical concepts.

Resorting to digital design as a means of artistic expression and communication in the current context of design and media, promoting creative new solutions in the creation of modern and comprehensive communication images.

2. Practical Concepts.

To train the student in the performance of a wide range of new digital visual identities that support the computer aided design as a high potential tool in communication design; stimulating the creation of twodimensional models when faced with creating a graphic design project.

### Course Contents

P1 Theory - Differences between Graphic Design and Web Design in Multimedia

Support difference / Influence of Technology / weight optimisation;

Image optimisation for web / screen resolution;

image formats for the web;

Optimisation of weights and corseted construction sites;

In addition to the two-dimensionality of Graphic Design (timeline - sound, movement, interaction);

Typography in multimedia and Web / Screen resolution;

The video on the Web and specific format; Organisation in the work process and files on the Web;

Browser while web cutting edge.

E01 - Operating software Adobe Animate (conducting tutorials)

Introduction toAdobeAnimate and the workplace;

Import material from outside theAnimate;

Basic AnimationAnimate;

Creation / editing symbols;

Introduction to Scripting;  
Typography on Web and Animate

P01 - media practice of the Introduction (Animation / Narrative / Structure Interactive)  
Approach to the concept of Interactivity

E02 - Practice - Language HTML / CSS (conducting tutorials)  
Historical Introduction to HTML and CSS  
Basic concepts and HTML elements  
Separation of content and presentation  
Introduction to CSS positioning  
Web Layout Construction

P02 - The media applied to a Website (Construction Website / Microsite)  
Approach to the concept of Navigation  
Approach to the concept of Usability  
Interface concept Approach

### **Recommended Bibliography**

Labrecque, Joseph, Schwartz, Rob. Learn Adobe Animate CC for Interactive Media, 2016. Peachpit Press.  
Beaird, J. (2007). The principles of beautiful Web Design: Sitepoint.  
Beer, G. (s.d.). Web Design by Index Content: Agile Rabbit Editions.  
Garrett Jesse - The elements of user experience: User-centered Design for the web. News Riders, 2003  
Kalbach, James Gustafson, Aaron - Designing Web Navigation: Optimizing the User Experience. O'Reilly, 2007.  
Karat, Clare-Marie - Designing Personalized User Experiences in eCommerce. Springer, 2004  
Mcneil, P. (2008). The Web Designer's Idea Book: The Ultimate Guide To Themes, Trends Styles In Website Design  
Nielsen Jakob - Designing Web Usability: The Practice of Simplicity. New Riders, 2000.  
Wiedemann, J. (S.D.). Taschen's 1000 Favorite Websites.

### **Learning and Teaching Methods**

By exploiting the Adobe Animate tool students acquire theoretical and practical skills in animation and creation of objects and their manipulation and inclusion in Multimedia projects. The exercises are aimed at two distinct approaches:

- The acquisition of global knowledge about the tool and use of animation tools and structuring content in an interactive narrative
- Acquisition of global expertise in application development / micro-sites using scaffolding strategies content and external resource management through small scripting excerpts.

The exercises and the contents are formatted in order to forward the students through a "tour" the global software in order to acquire advanced skills to a capacity of research and addressing the challenges that arise them.

### **Assessment Methods**

E01: Tutorial Component (Animate) - practical exercises followed = 10%

P01: Proposal Practice 1 - Design and construction of a narrative / interactive structure Animate = 35%

E02: Tutorial Component (HTML / CSS) - practical exercises followed = 10%

P02: Proposal Practice 2 - Design and construction of a website = 35%

+

Continuous assessment (work at home, attendance, interest, communication skills and student participation in class)  
= 10%