MULTIMEDIA EDITION

Code: 332024

Main Scientific Area: Multimedia and digital interactivity

Lecturer: Daniel Ladeira de Araújo

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

“Edição Multimédia” class aims to give the studens the tools and the knowledge to develop, treat, edit and producecontents which are composed by diferent digital elements, such as image, graphics, text, video and sound. The purpose of thisclass is also to allow the students to develop their intelectual skills which will enable them to correctly apply theknowledge and tools aquired throughout this class.

Learning Outcomes

Students should know and be proficient on the industry standard authoring multimedia tools.

They should also assimilate, be able to explain and exemplify visual design concepts, such as: vector, pixel, color,resolution, editing, typographic styles, vector drawing, composition, static picture, moving image.

Course Contents

Basic Design Skills, Image Compositing and Typography
Rules and Elements of Visual Comunication
Pixel versus Vectors
Color Spaces - CMYK / RGB/ HSV / YUV
Resolution, Aspect Ratio, DPI versus PPI
Image Format, Color Channels and Data Channels
Layers and Image Compositing
Persistence of Vision, Animation, Refresh Rate, FPS, Fill Rate
Video and Sound Editing
Practical Projects using industry stardard tools.

Recommended Bibliography

Multimedia Learning -Aug 2020 byRichard Mayer -ISBN-13: 978-1316638088
Multimedia Storytelling for Digital Communicators in a Multiplatform World - Jul 2015by Seth Gitner - ISBN-13:978-0765641328
Adobe Photoshop Classroom in a Book (2020 release)- Dec 2019 by Andrew Faulkner and Conrad Chavez - ISBN-13: 978-0136447993
Adobe Premiere Pro CC Classroom in a Book (2nd Edition) - Mar 2019by Maxim Jago - ISBN-13: 978-0135298893
Adobe After Effects Classroom in a Book (2020 release) - Jan 2020by LISA FRIDSMA and Brie Gyncild - ISBN-

13:978-0136411871
Foundations of Digital Art and Design with Adobe Creative Cloud(2nd Edition) -Jul 2019by Xtine Burrough - ISBN-13: 978-0321906373

Learning and Teaching Methods

The syllabus of this discipline should enable the students to use the technical and intellectual knowledge acquired throughoutthe classes, not only by correctly using the graphic and audio visual tools, but also by conceiving and developing acommunication project, including the understanding of the basic technical and visual concepts associated with this discipline.

Assessment Methods

Final Project: 50%

Classes exercises : 25%

Development Phases(final project): 15%

Participation and Attendance: 10%