

Course Unit	Web Communication	Field of study	Informatics
Bachelor in	Tourism	School	School of Public Management, Communication and Tourism
Academic Year	2019/2020	Year of study	2
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - 60 TP - 60 PL - 60 TC - 60 S - 60 E - 60 OT - 60 O - 60
		Level	1-2
		ECTS credits	6.0
		Code	9254-532-2201-00-19

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Sandra Maria Fernandes Grilo

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the concepts associated with Internet and World Wide Web;
2. Understand the fundamental concepts associated with the study area of multimedia and the different media types;
3. Develop capabilities in the use of services and tools to create content;
4. Understand the writing techniques and design for the web;
5. Use content management systems (CMS);
6. Know and apply the markup language and styles for the specification of the format, structure and content.

Prerequisites

Before the course unit the learner is expected to be able to:
The student must have computer literacy.

Course contents

Understand the concepts associated with Internet and World Wide Web; Understand the importance of the use of writing techniques and design for the web; Know the development stages of a multimedia project; Multimedia Content.

Course contents (extended version)

1. Understand the concepts associated with Internet and World Wide Web
 - Internet
 - World Wide Web
 - Browsers
 - Hypertext
 - Hypermedia
 - HTML Language and CSS
 - W3C
 - Web X. 0
2. Understand the importance of the use of writing techniques and design for the web
 - Web writing aspects
 - Information architecture
 - Navigation system
 - Evaluation
3. Know the development stages of a multimedia project
 - Collection of information
 - Planning
 - Development
 - Publishing and testing
 - Monitoring and maintenance
4. Multimedia Content
 - Static Media
 - Dynamic Media
 - Analogic versus Digital
5. Strategic concepts in web communication:
 - Web sites and blogs
 - Podcast and vodcast
 - Virtual reality and augmented reality
 - Transmedia
 - Wikis
 - Virtual environments
 - Multi screen and mobile
 - Digital guides

Recommended reading

1. Coelho, P. (2007). HTML 4 e XHTML, curso completo. Lisboa: FCA Editora. ISBN: 9727222420.
2. Figueiredo, B (2004). Web Design - Estrutura, Conceção e Produção de sites Web. Lisboa: FCA Editora. ISBN: 9789727224333.
3. McGovern, G. , Norton, R, & O'Dowd, C. (2002). Como Escrever para Web. Lisboa: Centro Atlântico. ISBN: 9728426496.
4. Ribeiro, N. (2012). Multimédia e Tecnologias Interactivas. Lisboa: FCA Editora. ISBN: 9727224156.
5. Ughetto, V. (2007). CSS, Criação Inovadora de Sites. Lisboa: FCA Editora. ISBN: 9789727225200.

Teaching and learning methods

Contact hours: - Exposure to concepts and practices, followed by practical exercises. - Discussion to elicit from students involvement in the affairs of the school to ensure the acquisition of reflection. Non-contact hours: - Resolution of practical work. - Discussion in a virtual environment to ensure continuous student-teacher involvement.

Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final, Supplementary)
 - Final Written Exam - 50% (Individual written evaluation. Minimum score of 8 points.)

Assessment methods

- Practical Work - 50% (Practical exercises (defined during the semester);)
- 2. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 100% (Project - creating digital content.)
- 3. Special evaluation - (Regular, Student Worker) (Special)
 - Final Written Exam - 50% (Individual written evaluation. Minimum score of 8 points)
 - Projects - 50% (Project - creating digital content.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Sandra Maria Fernandes Grilo	Catarina Antónia Martins	Carlos Filipe Campos Rompante da Cunha	Luisa Margarida Barata Lopes
23-03-2020	23-03-2020	26-03-2020	28-03-2020