

Curricular Unit Form

(Document waiting approval
from Course Commission)

Updated On	2023/08/28																																
Curricular Year / Period	2023/24 / S2																																
Course	Journalism and Communication																																
Curricular Unit	Multimedia Communication and Digital Narratives																																
Language(s) of Instruction	Português																																
ECTS/tempo de trabalho (horas)	<table border="1"> <thead> <tr> <th>ECTS</th><th>Total</th><th colspan="8">Horas de contacto semestral</th></tr> <tr> <th>4</th><th></th><th>T</th><th>TP</th><th>PL</th><th>S</th><th>TC</th><th>E</th><th>O</th><th>OT</th><th>EC</th></tr> </thead> <tbody> <tr> <td></td><td></td><td>0</td><td>45</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>15</td><td></td></tr> </tbody> </table> T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.	ECTS	Total	Horas de contacto semestral								4		T	TP	PL	S	TC	E	O	OT	EC			0	45	0	0	0	0	0	15	
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4		T	TP	PL	S	TC	E	O	OT	EC																							
		0	45	0	0	0	0	0	15																								
Teacher in charge (GDPR consent) [complete name, email]	Márcia Rogério Marat Moreira Pisco Cardoso Grilo / marciagrilo@ipportalegre.pt																																
Prerequisites [Curricular Units that must precede and specific entry competences]	Not applicable.																																
Learning outcomes [Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]	To understand the basics of multimedia communication; Know some characteristic elements of digital narratives; Develop skills in the area of creative writing; Be able to handle some multimedia tools; Being able to produce digital content and generate interactivity.																																
Sustainable Development Goals																																	
Syllabus	1. Communication and the Internet 1.1. Reflections on the Internet 1.3. From Mass Communication to Network Communication 1.4. Multimedia communication, interactivity and convergence 1.5. From the website, blog and social media 2. Digital narratives and their main elements 2.1. The new languages 2.2. Storytelling: definition, basic elements, stages 3. Approach to HTML (Hyper Text Markup Language): General concepts on web pages; Steps in building a WebSite: Planning, Content Development, Procedures in creating a website; Procedures in the creation and recording of pages; Formatting the pages; Editing and formatting text on pages; Insertion of images on the pages; Definition of hyperlinks; Table editing; Preparation of pages with frames; Frame properties and their application; Insertion of multimedia content on the pages; Formatting with CSS (Cascading Style Sheets); Use of forms; Integration of content from other applications. 4. Use of a Content Management System: Creating a Blog on Wordpress.com; Control panel;																																

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	Posts and Pages; Library; Images and other media; Categories and labels; Comments; Presentation; Menus; Widgets; Plugins.
Teaching methodologies (including assessment) [Specify the types of assessment and the weights and evaluation criteria]	1 - Teaching methodologies The methodology to be followed in this curricular unit takes into account the competences defined and the heterogeneity of the students with respect to computer knowledge. The classes will have a theoretical / practical nature. However, due to the specificity of the curricular unit, the practical component will be predominant. The activities will be guided through scripts and developed individually or in groups. The evaluation will reflect the theoretical and practical nature of the curricular unit. The final evaluation will be the result of the work accomplished during the semester, and of the participation in the activities in the classroom. The compulsory attendance at the course unit is 75% 2 - Period assessment 3 - Examination assesement The evaluation to the course consists of a final theoretical exam with a weight of 100% of the final grade of the UC.
Bibliography	1 - Main Bibliography Barbosa, e., Granado, A. (2004) Weblogues: Diário de bordo. Porto: Porto Editora. Cardon, D.; Jeanne-Perrier, V.; Le Cam, F.; Pélissier, N. (coord.) (2006). Les Blogs. Réseaux, vol 14 - 138. Paris: Lavoisier Cardoso, G. (2003). Internet. Lisboa: Quimera. Cardoso, G.; Espanha, R.; Araújo, V. (Orgs.) (2009). Da Comunicação de Massa à Comunicação em Rede. Porto: Porto Editora. Carvalho, J.R. e Telleira, A.S. (eds). (2015). Mobile and digital communication: Approaches to public and private. Covilhã: Labcom Universidade da Beira Interior. Castells, M. (2004). A Galáxia da Internet, reflexões sobre internet, negócios e sociedade. Lisboa: Fundação Calouste Gulbenkian. Cheshire, J. (2007). Special Edition Using Microsoft Expression Web: QUE. Flichy, P. (2001). L'Imaginaire d'Internet. Paris: Éditions la Découverte. Gallo, C. (2017). Storytelling: Aprenda a Contar Histórias com Steve Jobs, Papa Francisco, Churchill e Outras Lendas da Liderança. São Paulo: HSM. Hewit, H. (2005). Blog: Understanding the Information Reformation That's Changing Your World. Nelson Books. Hortin, A.. (2015). Easy WP Guide for WordPress 4.4. Maddison Designs. Jeanneret, Y. (2000) Y a t-il (vraiment) des Technologies de l'Information? Presses Universitaires du Septentrion. Jenkins, H. (2006). Cultura da Convergência. São Paulo: Editora Aleph. Lévy, p. (1998). Qu'est-ce que le virtuel? Paris: La Découverte. Lévy, p. (2000). World Philosophie. Paris: Éditions Odile Jacob. McSill, J. (2014). A Arte da Guerra no Storytelling. TopBooks. McSill, J. (2014). 5 lições de Storytelling. Factos, ficção e fantasia. Lisboa: TopBooks. Nielsen, J. (2000) Projetando Websites. Rio de Janeiro: Editora Campus. Palacios, F.; Terenzio, M. (2016). O guia completo do Storytelling. Alta Books. Rez, R. (2018). Marketing de Conteúdo: A Moeda do Século XXI. Lisboa: Marcador. Rheingold, H. (2008). Virtual Community. Cambridge: Mit Press. Querido, P.; Ene, L.(2003). Blogs. Lisboa: Centro Atlântico. Ruvalcaba, Zak, (2007). Beginning Expression Web: WROX. Sachs, J. (2012). Winning the Strory Wars: Why Those Who Tell (and Live) the Best Stories Will Rule the Futre. Boston: Harvard Review Press. Shirky, C. (2010). A Cultura da Participação. Rio de Janeiro: Editora Zahar. Xavier, A. (2017). Storytelling. Histórias Que Deixam Marcas. Rio de Janeiro: Best Business. Weissberg, J.-L. (1999). Présences à distance. Paris: L'Harmattan.

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	Wise, C. (2007). Foundations of Microsoft Expression Web: The Basics and Beyond: Apress. Wolton, D. (2000). E depois da Internet?. Lisboa: Difel. 2 - Complementary Bibliography
Special Situations [Students with special status]	1 - Period assessment - Students with special status 2 - Examination assesement - Students with special status