



Ficha de Unidade Curricular

DESIGNAÇÃO DA UNIDADE CURRICULAR:

Digital Media Laboratory

DESIGNATION OF CURRICULAR UNIT:

Digital Media Laboratory

SIGLA DA ÁREA CIENTÍFICA EM QUE SE INSERE / SCIENTIFIC AREA ACRONYM

EAM

DURAÇÃO / DURATION (Anual, Semestral)

Semestral

HORAS DE TRABALHO / WORK HOURS (número total de horas)

135

HORAS DE CONTACTO / CONTACT HOURS (discriminadas por tipo de metodologia adotado - T - Teórico; TP - Teórico-prático; PL - Prático e laboratorial; S- Seminário; OT - orientação tutorial)

T - 15 horas; TP - 30 horas

% HORAS DE CONTACTO A DISTÂNCIA / % REMOTE CONTACT HOURS**ECTS**

5

DOCENTE RESPONSÁVEL E RESPECTIVA CARGA LETIVA NA UNIDADE CURRICULAR (PREENCHER O NOME COMPLETO):

Ricardo Pedro Mimoso Flores dos Santos. 45 hours



RESPONSIBLE ACADEMIC STAFF MEMBER AND LECTURING LOAD IN THE CURRICULAR UNIT (FILL IN THE FULLNAME):

Ricardo Flores Santos - 45 hours

OUTROS DOCENTES E RESPETIVAS CARGAS LETIVAS NA UNIDADE CURRICULAR (PREENCHER O NOME COMPLETO):

none

OTHER ACADEMIC STAFF AND LECTURING LOAD IN THE CURRICULAR UNIT:

none

OBJETIVOS DE APRENDIZAGEM (CONHECIMENTOS, APTIDÕES E COMPETÊNCIAS A DESENVOLVER PELOS ESTUDANTES):

Understanding the evolution of Digital Media technologies and its outputs. Understanding the use of Social Networks by companies and the best practices of each network. Design and create a Digital Media campaign for a Brand or Service. The Student will create all the strategy and assets, from posts to videos or photos.

LEARNING OUTCOMES OF THE CURRICULAR UNIT:

Understanding the evolution of Digital Media technologies and its outputs. Understanding the use of Social Networks by companies and the best practices of each network. Design and create a Digital Media campaign for a Brand or Service. The Student will create all the strategy and assets, from posts to videos or photos.



CONTEÚDOS PROGRAMÁTICOS:

1. Digital evolution

1.1 The Digital journey

1.2 From HTML to Mobile, Sharing revolution to the AI dominance

2. Social Networks

2.1 Facebook

2.2 X

2.3 Youtube

2.4 Instagram

2.5 TikTok

2.7 Community: Discord and Reddit

3. V Blogs

3.1 Creating a VBlog

3.2 Video production for Youtube and other social media

4. Content creation

4.1 Development of videos and photos and promotion teasers for Social Networks with AI or not



SYLLABUS:

1. Digital evolution

1.1 The Digital journey

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3. V Blogs

3.1 Creating a VBlog

3.2 Video production for Youtube and other social media

4. Content creation

4.1 Development of videos and photos and promotion teasers for Social Networks with AI or not

DEMONSTRAÇÃO DA COERÊNCIA DOS CONTEÚDOS PROGRAMÁTICOS COM OS OBJETIVOS DA UNIDADE CURRICULAR:

The objective is to give the students an overview of the digital world from the perspective of a content creator. What can be done, how to make it. It goes from the evolution of the media to the actual Social and Mobile revolutions that affect brands and services on-line presence.

DEMONSTRATION OF THE SYLLABUS COHERENCE WITH THE CURRICULAR UNIT'S OBJECTIVES:

The objective is to give the students an overview of the digital world from the perspective of a content creator. What can be done, how to make it. It goes from the evolution of the media to the actual Social and Mobile revolutions that affect brands and services on-line presence.



METODOLOGIAS DE ENSINO:

The lecture has a theoretical and practical nature, with classes that combine theoretical sessions with case analysis. In continuous evaluation, is expected from students to attend and participate in the academic subjects, as well as individual written works and one practical group work throughout the semester.

Group work - Ex.Video Channel - 60%

Individual work - Activity Report with analysis of the content developed and its metrics - 40%

TEACHING METHODOLOGIES:

The lecture has a theoretical and practical nature, with classes that combine theoretical sessions with case analysis. In continuous evaluation, is expected from students to attend and participate in the academic subjects, as well as individual written works and one practical group work throughout the semester.

Group work - Ex.Video Channel - 60%

Individual work - Activity Report with analysis of the content developed and its metrics - 40%

AVALIAÇÃO

Individual report - 40%

Workgroup and content production - 60%

Continuos Assessment

EVALUATION

Individual report - 40%

Workgroup and content production - 60%

Continuos Assessment

DEMONSTRAÇÃO DA COERÊNCIA DAS METODOLOGIAS DE ENSINO COM OS OBJETIVOS DE APRENDIZAGEM DA UNIDADE CURRICULAR:

Learning outcomes are supported by a combination of theoretical lessons and discussion classes and by conducting case analysis in the classroom, based on concrete situations that were unique and innovative. Promoting the ability of analysis and critical approaches of todays digital media and platforms.

DEMONSTRATION OF THE COHERENCE BETWEEN THE TEACHING METHODOLOGIES AND THE LEARNING OUTCOMES:

Learning outcomes are supported by a combination of theoretical lessons and discussion classes and by conducting case analysis in the classroom, based on concrete situations that were unique and innovative. Promoting the ability of analysis and critical approaches of today's digital media and platforms.

**BIBLIOGRAFIA PRINCIPAL:
MAIN BIBLIOGRAPHY:**

Influencer: Building Your Personal Brand in the Age of Social Media, Brittany Hennessy, Citadel Press, 2018

Hashtag Authentic: Finding creativity and building a community on Instagram and beyond, Sara Tasker, Alanna Books, 2019

So You Want to Vlog?: How to start from scratch, find your voice & share your stories, Andrea Valeria, Amazon 2018

YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer, Sean Cannel & Benji Travis, Lioncrest Publishing 2017

The #ArtOfTwitter, Daniel Parsons, Amazon 2016

Digital Marketing, Dave Chaffey, Pearson 7th edition 2019

Influence: How social media influencers are shaping our digital future, Sara McCorquodale, Bloomsbury Business 2019

OBJETIVOS DE DESENVOLVIMENTO SUSTENTÁVEL (ODS) / SUSTAINABLE DEVELOPMENT GOALS (SDGs)

4 - Garantir o acesso à educação inclusiva, de qualidade e equitativa, e promover oportunidades de aprendizagem ao longo da vida para todos / 4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

OBSERVAÇÕES (assinalar sempre que a UC seja optativa)

opcional

OBSERVATIONS

optional