

# MULTIMEDIA ART

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**Admission exams:** Philosophy (06) or Descriptive Geometry (10) or History of Culture and the Arts (12) or Portuguese (18)

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The main goal of this course is to provide interdisciplinary training through experimentation, technological excellence and by stimulating creativity. The Multimedia Art course aims to encourage a critical spirit and a capacity for aesthetic appreciation when understanding multimedia art products. Students should gain the ability to: understand creativity and innovation as one of the decisive competitive factors in today's business and institutional landscape; develop content, interconnecting theoretical and practical abilities in the course's fundamental scientific fields within the general framework of multimedia art creation, with a particular focus on the areas of graphic design, audiovisual production and media art; devise and implement experimentation/research/action projects; demonstrate abilities that make it possible to communicate information, ideas, problems and solutions to audiences of both specialists and non-specialists. Students should be provided with skills that enable them to continue lifelong learning with a large amount of autonomy.

## Professional opportunities

Multimedia Art graduates can carry out creative and technical duties with a large amount of autonomy in the different branches of creative sectors, including: devising, carrying out and producing multimedia projects; consultancy, advice, production and cultural dissemination; development of graphic, interactive and performative communication and webdesign; creation of audiovisual content; practical and artistic research in the areas of digital imaging, video, film directing, photography, animation, design, art installations and multimedia events. As well as these activities, Multimedia Art graduates can carry out and pursue art practices related to cutting edge technologies, with a theoretical and critical discourse supported by continuous research.

## What makes this course different?

Some of the projects carried out over the course, both individually and in groups, are regularly presented at international festivals and shows. In fact, the work of Multimedia Art students has been present at FEST – New Directors New Films Festival, Arquipélago – Centro de Artes Contemporâneas and at the Burién Film Festival. Every year, students work together with teachers to put on events that raise awareness about trends and proposals in the field of multimedia art. One example is the Arts and Multimedia Show, which shows the community the best of the students' work during the academic year, as well as the Meetings Between Sound and Image, a scientific event that brings together professionals who carry out artistic and research work at international level, which is organised by the course in cooperation with its related research centre, CITEI. The teaching staff include a range of specialists in different scientific fields, including film studies, design, digital art, humanities and ICT, who have recognised pedagogical and scientific skills. Close contact between teaching staff and students and the relationship between the teaching and the demands of the labour market are some of the strong points mentioned by teachers, students and evaluators about this course.

## Internationalisation

Students may apply for periods of mobility for studies in around 150 higher education institutions of more than 30 countries, as well for international internships, with possibility of financial support.

## Course Structure

### SEMESTER 1 • 30 ECTS

- 5 Art and Culture in the Digital Age
- 5 Aesthetics and Art History I
- 5 Digital Image Laboratory
- 5 Creative Programming
- 5 Audiovisual Techniques and Tools
- 5 Image Theories I

### YEAR 1

### SEMESTER 2 • 30 ECTS

- 4 Web Environments
- 6 Visual Composition and Typography
- 5 Aesthetics and Art History II
- 5 Digital Photography
- 5 Digital Video Laboratory
- 5 Image Theories II

### SEMESTER 1 • 30 ECTS

- 5 Visual Arts and Digital Illustration
- 5 Vector Design
- 5 Narrative Structures
- 5 Sound Laboratory
- 5 3D Modelling
- 5 Interactive Technologies

### YEAR 2

### SEMESTER 2 • 30 ECTS

- 5 Animation
- 5 Digital Artefacts
- 5 Interaction Design
- 5 Creative Writing I
- 5 Post-production and Audiovisual Effects
- 5 Image Synthesis

### SEMESTER 1 • 30 ECTS

- 5 3D Animation
- 5 Performing Arts
- 6 Communication Design
- 4 Creative Writing II
- 5 Film Studies
- 5 Fictional Video and Video Documentary

### YEAR 3

### SEMESTER 2 • 30 ECTS

- 4 Design and Management of Art and Culture Projects
- 4 Copyright and Intellectual Property
- 5 Portfolio
- 12 Final Project/Placement
- 5 Interactive Installations (Option 1)\*
- 5 Adaptation Theories and Practices (Option 1)\*
- 5 Editorial Design and e-Publishing (Option 1)\*

\* Choose one unit from the options in group 1