

# MULTIMEDIA COMMUNICATION TECHNOLOGIES

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**Admission exams:** Philosophy(06) or Descriptive Geometry(10) or Mathematics(16) or Portuguese(18)

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The Bachelor's degree course in Multimedia Communication Technologies has been designed to provide training for the labour market's demands in the area of audiovisuals and production for the media. The multidisciplinary structure of the course allows students to develop skills that bring together the technology, communication and culture linked to content production and transmission in the field of multimedia communication. The syllabus makes it possible to acquire a broad range of knowledge and abilities adapted to a labour market that is increasingly diversified and specialised by exploring new communication technologies and platforms.

## **Professional opportunities**

Graduates will be able to work with the development of multimedia/audiovisual products, including: audiovisual communication; institutional multimedia/audiovisual production (corporate image, business communication); web applications; multimedia products and applications for mobile communication systems; educational production; development of cultural audiovisual projects; video production (fiction, documentaries, television); computer animation; video games; multimedia installations; digital arts.

## **What makes this course different?**

The course is based around a contemporary, multidisciplinary view of multimedia communication and includes the fields of technology, communication and culture on a communication platform that is able to produce and transport content and messages from different applications, platforms and media. It is guided by creativity and technological innovation and strongly focuses on projects and multidisciplinary work produced by the students together with Academic staff. In the context of this course, 17 documentaries have been made for the Porto Metropolitan Area Immaterial Heritage Collection Project and 13 co-produced episodes were shown on television by Porto Canal for the Maia European City of Sport 2014 audiovisual collection project.

Academic staff are members of the Centre for Research in Arts and Communication (CIAC) research unit, classified as "Good" in the Foundation for Science and Technology's international evaluation.

## **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.

## SPECIALISATION AUDIOVISUAL AREA

### YEAR 1

#### SEMESTER 1 • 30 ECTS

- 4 Linguistic Studies
- 4 Foreign Language (English)
- 5 Semiotics of Text and Static Image I
- 6 Information and Communication Technologies I
- 6 Distributed Multimedia Technologies I
- 5 Communication Theory I

#### SEMESTER 2 • 30 ECTS

- 5 Narrative Structures I
- 5 Semiotics of Text and Static Images II
- 5 Programming Techniques I
- 5 Information and Communication Technologies II
- 5 Distributed Multimedia Technologies II
- 5 Communication Theory II

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### YEAR 2

#### SEMESTER 1 • 30 ECTS

- 6 Semiotics of Interactive Images
- 5 3D Modelling
- 5 Sociology of Information
- 5 Audio Systems
- 4 Applied Statistics
- 5 Multimedia Technologies I

#### SEMESTER 2 • 30 ECTS

- 5 Multimedia Technologies II
- 6 Digital Video
- 4 Communication Law
- 5 Semiotics of Moving Images
- 5 Narrative Structures II
- 5 Marketing and Advertising

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### YEAR 3

#### SEMESTER 1 • 30 ECTS

- 5 Specification, Planning and Management Methods
- 5 Organisational Communication
- 5 Multimedia Technologies III
- 5 Fictional Video Production (a)
- 5 Interactive Multimedia Narratives (a)
- 5 Video Documentary (a)
- 5 Advertising Video Production (a)
- 5 Marketing Strategies (a)
- 5 Communication Economy and Markets (a)

#### SEMESTER 2 • 30 ECTS

- 5 Ethics and Deontology
- 25 Work Placement or Project

#### (a) Elective course unit

**Note** Elective course units require a minimum number of students to register. Students should place the six elective course units in order of preference so as to establish the three units that they will attend during the semester.

## SPECIALISATION GRAPHICS COMPUTING

### YEAR 1

#### SEMESTER 1 • 30 ECTS

- 4 Linguistic Studies
- 4 Foreign Language (English)
- 5 Semiotics of Text and Static Images I
- 6 Information and Communication Technologies I
- 6 Distributed Multimedia Technologies I
- 5 Communication Theory I

#### SEMESTER 2 • 30 ECTS

- 5 Narrative Structures I
- 5 Semiotics of Text and Static Images II
- 5 Programming Techniques I
- 5 Information and Communication Technologies II
- 5 Distributed Multimedia Technologies II
- 5 Communication Theory II

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### YEAR 2

#### SEMESTER 1 • 30 ECTS

- 6 Semiotics of Interactive Images
- 5 3D Modelling
- 5 Sociology of Information
- 5 Audio Systems
- 4 Applied Statistics
- 5 Multimedia Technologies I

#### SEMESTER 2 • 30 ECTS

- 5 Multimedia Technologies II
- 6 Digital Video
- 4 Communication Law
- 5 2D Graphics Computing
- 5 Programming Techniques II
- 5 Information Systems and Databases

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### YEAR 3

#### SEMESTER 1 • 30 ECTS

- 5 Specification, Planning and Management Methods
- 5 Organisational Communication
- 5 Multimedia Technologies III
- 5 Mobile Computing (a)
- 5 3D Graphics Computing (a)
- 5 3D Animation (a)
- 5 Virtual Reality (a)
- 5 Computing Systems and Networks (a)
- 5 Web Applications (a)

#### SEMESTER 2 • 30 ECTS

- 5 Ethics and Deontology
- 25 Work Placement or Project

(a) Elective course unit

**Note** Elective course units require a minimum number of students to register. Students should place the six elective course units in order of preference so as to establish the three units that they will attend during the semester.