

25837 - Multimedia communication

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	5.0
Course	
Period	Second Four-month period
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

This course deals with two important ways of using multimedia as communication technology: multimedia products and websites. Fundamental concepts and quality criteria are the goal of theory classes, whereas learning of software tools is the goal of computer lab sessions

5.2.Learning activities

Theory classes . 25 presential hours; 12 sessions of 2 hours, and 1 session of 1 hour.

25837 - Multimedia communication

The methodology applied is based on lectures, because support materials will be available in advance and students can prepare the classes.

Problem classes . 5 presential hours; 2 sessions of 2.5 hours.

There will be two sessions of analysis and evaluation of finished digital products. Students are divided into small groups and do a report of proposed activity for about an hour. After that, each group presents its report, and then the ideas raised are discussed.

Computer lab sessions . 20 presential hours; 10 sessions of 2 hours.

The first session is dedicated to basic learning of a software tool to create a website, while each of remaining sessions are dedicated to learning a concrete technology and its application to a website.

5.3.Program

Theory Program

1.- Overview of Multimedia

2.- Fundamentals of Internet and World Wide Web

3.- Web Technologies and Standards

- HTML and CSS
- JavaScript and DOM
- Frameworks: jQuery
- Server-side Languages
- CMS: WordPress

4.- Web Design

- Planning
- Usability
- Architecture
- Exploration
- Implementation

5.- Databases

6.- Media Criteria

7.- Multimedia Products

8.- Mobile Devices

Practices Program

25837 - Multimedia communication

1.- Introduction to Dreamweaver

2.- Websites

3.- Web Forms

4.- JavaScript

5.- jQuery

6.- Responsive Web Design

7.- WordPress

8.- Web and Databases(I)

9.- Web and Databases(II)

10.- HTML5 and CSS3 Animation

5.4.Planning and scheduling

Theory classes: The first 13 weeks.

Computer lab sessions. Weeks 2 to 11.

Problem classes: Weeks 12 and 13.

5.5.Bibliography and recommended resources

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BC	Krug, Steve . No me hagas pensar: actualización / Krug, Steve Anaya Multimedia, 2015
BC	Lynch, Patrick J.. Web style guide : basic design principles for creating Web sites / Patrick J. Lynch, Sarah Horton . - 3rd. ed.

25837 - Multimedia communication

BC

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Rogríguez Vega ; revisión técnica Antonio
Vaquero Sánchez . - 1a. ed. en español
Madrid : Osborne, McGraw-Hill, 2001