



## Polytechnic Institute of Viseu

### International Semesters for students

#### Communication and Multimedia

##### Spring Semester

Semester title	<b>Communication and Multimedia</b>	Semesters	Spring
Persons responsible	Suzanne Amaro Rui Pedro Duarte	E-mail addresses	<a href="mailto:samaro@estv.ipv.pt">samaro@estv.ipv.pt</a> <a href="mailto:pduarte@estv.ipv.pt">pduarte@estv.ipv.pt</a>
Coordinators	Filipe Caldeira Nuno Melão	E-mail addresses	<a href="mailto:caldeira@estv.ipv.pt">caldeira@estv.ipv.pt</a> <a href="mailto:nmelao@estgv.ipv.pt">nmelao@estgv.ipv.pt</a>
Language of instruction	English	ECTS points total	30
Course type	Course title	Name of the lecturer	ECTS points
Compulsory	Research Project in Marketing		8
Compulsory	Usability		5
Compulsory	Materials Management and Design		5
Compulsory	Marketing		4
Option II	Web Development of Rich Internet Applications		4
	Graphic Design		4
Option III	Business English II		4
	Free Option* * One course in any other international semester offered by ESTGV		4

Course title	<b>Research Project in Marketing</b>		
Teaching method	<p>The teaching methodology is essentially based on supervision conducted individually or in group and takes the form of supervisory meetings.</p> <p>Students will be supervised at all stages:  First Stage: Preparation of work to be done;  Second Phase: Methodology and literature gathering;  Stage Three: Fieldwork and data analysis;  Phase Four: Development of the "written work";  Fifth Step: Preparation of the oral presentation</p>		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	8
Semester	Spring	Type of course	Compulsory
Hours per week	1,50	Hours per semester	
Objectives of the course	The aim of the course is for students to develop the skills necessary to perform a research project within the field of Marketing under supervision according to a study plan.		
Entry requirements	There aren't any.		
Course contents	<p>In this curricular unit, there are no regular classes. Instead, students are supervised weekly by lecturers that have the expertise in the topic that student choose. Any topic in Marketing can be chosen and student must write a report based on that topic.</p> <p>Following are some examples of topics that can be carried out:</p> <ul style="list-style-type: none"> <li>- Create and Market a New Product</li> <li>- Consumer-Behaviour related topics</li> <li>- Sensory Marketing</li> <li>- Branding</li> <li>- Digital Marketing</li> </ul>		
Assessment methods	The examination consists of a written research report and of an oral presentation.		
Recommended readings	Given the specificity of this curricular unit, bibliography will be recommended based on the topics chosen by the students.		

Course title	<b>Usability</b>		
Teaching method	During the course many different teaching methods will be used: self study, case studies, lectures, discussions.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	5
Semester	Spring	Type of course	compulsory
Hours per week	2	Hours per semester	26 + 26
Objectives of the course	Provide students with competencies to carry out usability evaluation and design of user-friendly interfaces giving special emphasis to usability guidelines in web applications.		
Entry requirements	There aren't any.		
Course contents	<p>Main contents to be addressed in lectures: Human factors; usability; task analysis; Conceptual Models; prototyping; Heuristic evaluation of interfaces; Predictive models.</p> <p>Practical classes themes: Students will be working on a case study interface with severe usability problems. During the semester it is intended that students develop of user-friendly prototypes in order to obtain a good solution for the interface.</p>		
Assessment methods	<p>Three components:</p> <ul style="list-style-type: none"> <li>- Class attendance (10%).</li> <li>- Projects (50%): a set o projects presented and developed along the semester, applying studied concepts, tools and techniques.</li> <li>- Final examination (40%).</li> </ul>		
Recommended readings	<ul style="list-style-type: none"> <li>- scientific articles/papers;</li> <li>- Norman, D. (2002) The Design of Everyday Things. Basic Books.</li> <li>- Nielsen, J. (1994) Usability Engineering. Academic Press.</li> <li>- Rubin, Jeffrey (1994) Handbook of Usability Testing. John Wiley and Sons</li> <li>- Dix, Alen; et al (2003) Human Computer Interaction. Prentice Hall.</li> <li>- Nielsen, J. (2000) Designing Web Usability. New Riders.</li> <li>- Nielsen, J. (2001) Homepage Usability. New Riders.</li> <li>-Microsoft Corporation (1999) Microsoft Windows User Experience: Guidelines for MS Windows. Microsoft Press International.</li> </ul>		
Additional information			

Course title	<b>Materials Management and Design</b>		
Teaching method	During the course many different teaching methods will be used.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	5
Semester	Spring	Type of course	Optional
Hours per week	1,5	Hours per semester	PL: 19,5 ; TP: 19,5
Objectives of the course	<p>The course Materials Management and Design aims to acquire and develop the ability to produce and develop a prototype of an object, from the design phase, design phase, drafting and modeling, and finally production of prototypes and final production of the product, through progressive exploration of ideas and possibilities, and matching methods and processes physical and virtual. It also allows the integration of marketing functions, development and manufacturing within a company to create a new product. The course aims to:</p> <ul style="list-style-type: none"> <li>• Competence with a set of tools and methods for creating and developing a product.</li> <li>• Confidence in their ability to create a new product.</li> <li>• Awareness of the role of multiple functions in creating a new product (eg, marketing, finance, industrial design, engineering, production).</li> <li>• Approach to the strategy of production and its connection to design and innovation</li> </ul>		
Entry requirements	There aren't any.		
Course contents	<p>I Strategy of Production  II Manufacturing systems planning and operations:  III Materials and processes involved  IV Manufacturing Technology  V Planning and production  VI Design and project engineering  VII Construction of prototypes</p>		
Assessment methods	<p>The participation of students in the classes of laboratory practice is further ensured through work, addressing programmatic themes previously defined, and which require a lot of literature.</p> <p>The assessment takes the form of practical individual and group.</p> <p>Dates, and delivery methods are described in the regulations of jobs available in Elearning platform.</p>		
Recommended readings	<p>Chris Lefteri, <b>Making It: Manufacturing Techniques for Product Design</b>, Laurence King Publishers, (June 28, 2007)</p> <p>Kahn, Kenneth B., George Castellion, and Abbie Griffin, <b>The PDMA handbook of new product development</b>, Wiley</p> <p>Kevin N. Otto, Kristin Wood, <b>Design: Techniques in Reverse Engineering and New Product</b>, Prentice Hall, Dec 8, 2000</p> <p>Jim Lesko (Author), <b>Industrial Design: Materials and Manufacturing Guide</b>, John Wiley &amp; Sons Inc (28 Feb 1999).</p> <p>Michael F. Ashby (Author), Kara Johnson (Author) <b>Materials and Design: The Art and Science of Material Selection in Product Design</b>, Butterworth-Heinemann Ltd (31 Jan 2004).</p>		
Additional information			

Course title	<b>Marketing</b>		
Teaching method	During the course many different teaching methods will be used.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	4
Semester	Spring	Type of course	compulsory
Hours per week	1,5	Hours per semester	19,5 + 13
Objectives of the course	<p>The student should understand that:</p> <ul style="list-style-type: none"> <li>• the concepts and practices of marketing have changed over time;</li> <li>• the role of marketing in business organizations has also evolved over time and is continuing to change;</li> <li>• marketing should be viewed as an organization-wide activity;</li> <li>• strategic marketing planning is an essential component of effective marketing management.</li> </ul>		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> <li>1) Marketing concept</li> <li>2) Evolution of marketing thought and practice</li> <li>3) Marketing Analysis <ol style="list-style-type: none"> <li>3.1) The marketing environment</li> <li>3.2) Understanding consumer behaviour</li> </ol> </li> <li>4) The strategic marketing</li> <li>5) Market segmentation and positioning</li> <li>6) Marketing Mix Decisions</li> <li>7) The Strategic Marketing Planning Process</li> <li>8) Relationship marketing</li> <li>9) International marketing</li> </ol>		
Assessment methods			
Recommended readings	<p>Boyer, Luc; Burgaud, Didier (2000), Le Marketing Avancé: du One To One au E-Business, Editions D' Organisation.</p> <p>Gordon, Ian H. (1998), Relationship Marketing, John Wiley &amp; Sons Canada, Ltd., 1ª Edition.</p> <p>Helfer, J.P.; Orsoni, J. P. (1996), Marketing, 1ª Edição, Edições Sílabo, Lisboa.</p> <p>Howard, J. A. (1993), El Comportamiento del Consumidor en la Estrategia de Marketing, Diaz de Santos, Madrid.</p> <p>Kotler, P. (2006), Marketing Management, Analysis, Planning, Implementation and Control, 12ª Edição, Prentice – Hall International Editions.</p> <p>Kotler, Philip; Cámara, Dionisio; Cruz, Ignacio (1995), Dirección de Marketing, Edição do Milénio, Prentice Hall.</p> <p>Lindon, Denis; Lendrevie, Jacques; Rodrigues, Joaquim; Dionísio, Pedro (2004), Mercator XXI. Teoria e Prática do Marketing, Publicações Dom Quixote, 10.ª Edição, Lisboa.</p> <p>Peppers, Don; Rogers, Martha (1997), Enterprise one to one. Tools for competing in the interactive age, Currency Doubleday, Sydney Auckland.</p> <p>Peppers, Don; Rogers, Martha (1999), The One to One Manager, Currency Doubleday, Sydney Auckland.</p>		

Course title	<b>Web Development of Rich Internet Applications</b>		
Teaching method	During the course many different teaching methods will be used: self study, case studies, lectures, discussions.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	4
Semester	Spring	Type of course	optional
Hours per week	2	Hours per semester	26+26
Objectives of the course	<p>This course has the main goal to provide students the knowledge to design and implement web sites using Flex.</p> <p>After attending this course, students should be able to guide a team to develop Web applications, implement and test web applications using the latest technologies and follow the best practices of analysis, planning, design, implementation, testing and maintenance.</p>		
Entry requirements	knowledge of object-oriented programming		
Course contents	<ol style="list-style-type: none"> <li>1. HTML5 <ol style="list-style-type: none"> <li>a. File Organization</li> <li>b. Styles</li> <li>c. Alignment of components</li> <li>d. Attributes</li> <li>e. Scripts</li> <li>f. Comments</li> </ol> </li> <li>2. Javascript</li> <li>3. JQuery</li> <li>4. JQuery Mobile</li> </ol>		
Assessment methods	<p>Class attendance (10%).</p> <p>Project (50%): The students have to build a project using Flex Builder;</p> <p>Exam (40%): Students will have to take an exam about the material taught</p>		
Recommended readings	<p>Teachers appointments</p> <p>Information Architecture for the world wide Web, Louis Rosenfeld &amp; Peter Morville, O'Reilly,1998</p> <p>The complete reference Web Design. Thomas Powell. FCA . Osbourne/McGraw-Hill, 2000.</p>		
Additional information			

Course title	<b>Graphic Design</b>		
Teaching method	During the course many different teaching methods will be used: lectures, discussions, case studies, project development, self-study.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	4
Semester	Spring	Type of course	optional
Hours per week	2	Hours per semester	26 + 13
Objectives of the course	Achieving the notion of design project, including stages of development according to specificities. Being able to effectively use software tools to aid design. Recognizing font characteristics and applicability. Relating elements, objects and supports with and within space. Developing a conceptual project using typography and image in conjunction.		
Entry requirements	There aren't any.		
Course contents	Typography: font categories; combining fonts; font anatomy; readability; illustrative typography; typographic handling. Image: icon; illustration; photography; colour. Paging: format; grid; rhythm and proportion. Software tools: Adobe Illustrator: workspace; document management; managing, editing and processing objects; text editing and formatting; filters and effects. Software tools: Adobe Photoshop: workspace; resolution, size and format; basic tools for image editing; basic tools for selecting and cropping. Software tools: complementary software, including font managers. Project Development: a set of projects involving skills in typography and the relationship between text and image.		
Assessment methods	Three components: - Class attendance (10%). - Projects (50%): a set of projects presented and developed along the semester, applying studied concepts, tools and techniques. - Final examination (40%). Approval restrictions: a) sum of all components $\geq 9.5/20$ ; b) Final examination $\geq 6/20$ .		
Recommended readings	AMBROSE, Gavin, HARRIS, Paul (2005) Image, AVA Publishing SA, Lausanne AMBROSE, Gavin, HARRIS, Paul (2005) Typography, AVA Publishing SA, Lausanne AMBROSE, Gavin, HARRIS, Paul (2005) Layout, AVA Publishing SA, Lausanne AMBROSE, Gavin, HARRIS, Paul (2005) Format, AVA Publishing SA, Lausanne BRINGHURST, Robert (2006) Elementos do Estilo Tipográfico, São Paulo: Cosac Naify HASLAM, Andrew (2006) Book Design, Laurence King Publishing HOLLIS, Richard (2001) Graphic Design: A Concise History (World of Art), Thames & Hudson JARDI, Enric (2007), Twenty-two things you should never do with typefaces (that some typographers will never tell you), Barcelona: Actar MULLER-BROCKMANN, Josef (1992) Sistemas de grelhas: Um manual para desenhistas gráficos, Barcelona: GG México. RIBEIRO, Nuno (2007) Multimédia e Tecnologias Interactivas, Lisboa: FCA. PIPES, Alan (2009) Production for Graphic Designers, London: Laurence King SAGMEISTER, Stefan (2008) Things I have learned by my life so far SHAUGHNESSY, Adrian (2005) How to be a graphic designer without losing your soul, New York: Princeton Architectural Press ZAPPATERRA, Yolanda (2007) Editorial design, Laurence King Publishing		

Course title	<b>Business English II</b>		
Teaching method	During the course many different teaching methods will be used.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	4
Semester	Spring	Type of course	optional
Hours per week	3	Hours per semester	39 + 13
Objectives of the course	This course includes authentic materials from the business world. Training simulations and actual professional activities and contact systematically expand participant English-language proficiency in diverse aspects of written and oral business/professional communications, including public speaking, negotiating, case study analysis, correspondence, report, and proposal writing. It familiarizes students with business terminology and prepares them to understand academic lectures, make oral presentations, and lead discussions and negotiations, read scholarly books and journals.		
Entry requirements	There aren't any.		
Course contents	<ul style="list-style-type: none"> <li>• <b>Speaking</b> - Business presentations, negotiations, telephoning, meetings, interviews, discussions of case studies, social interactions, pronunciation.</li> <li>• <b>Reading/Vocabulary</b> - Business-related and intercultural topics, vocabulary and idioms.</li> <li>• <b>Writing</b> - Business letters, memos, proposals, reports, leaflets, brochures, announcements, résumés, word processing.</li> <li>• <b>Grammar</b> - Systematic approach with emphasis on business purposes.</li> <li>• <b>Projects</b> - Business plans, conferences, and publications.</li> </ul>		
Assessment methods	ePortfolio assessment with a range of activities covering the topics above mentioned.		
Recommended readings	<p>Aspinal, T. Bethell, G. (2001) <i>Test your Business Vocabulary in Use</i>. Cambridge: Cambridge University Press</p> <p>Benn, C. (1998). <i>Reward pre-intermediate : business resource pack</i>. Oxford: Macmillan</p> <p>Comfort, J. (2002). <i>Basic technical english</i>. Oxford: Oxford University Press</p> <p>Cordell, J. (2000). <i>Cambridge business English activities : serious fun for business English students</i>. Cambridge: Cambridge University Press</p> <p>Crowther-Alwyn, J. (2000). <i>Business roles : 12 simulations for business English</i>. Cambridge: Cambridge University Press</p> <p>Dudley-Evans, T. (1998). <i>Developments in English for ESP : a multi-disciplinary approach</i>. Cambridge: Cambridge University Press</p> <p>Duff, A. (1997). <i>Translation</i>. Oxford: Oxford University Press</p> <p>Emmerson, P. (2002). <i>Business English frameworks</i>. Cambridge: Cambridge University Press</p> <p>Emmerson, P. (2002). <i>Five-Minute Activities for Business English</i>. Cambridge: Cambridge University Press</p> <p>Glendinning, E. H. (2002). <i>Oxford English for information technology</i>. Oxford (NY) : Oxford University Press</p> <p>Glendinning, E. H. (2000). <i>Engineering</i>. Oxford: Oxford University Press</p> <p>Hanks, P. (1986). <i>Business listening tasks</i>. Cambridge: Cambridge University Press</p> <p>Horner, D. (1996). <i>Words at work</i>. Cambridge: Cambridge University Press</p> <p>Johnson, C. (2001). <i>Market leader : test file : upper intermediate business English</i>. Harlow: Pearson Education Limited</p> <p>Johnson, C. (2001a). <i>Banking and finance : business english</i>. Harlow: Pearson Education</p> <p><i>Longman Dictionary of Contemporary English</i>. London: Longman</p> <p><i>Longman Dictionary of English Language and Culture</i>. Essex: Longman</p> <p><i>Longman Business English Dictionary</i>. Essex: Longman</p>		