

Course guide

804049 - PBL5-M - Project V

Last modified: 22/06/2023

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN MULTIMEDIA STUDIES (Syllabus 2009). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: Seinfeld, Sofia

Others: Lapaz Castillo, Dolores

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

5. Apply the concepts and methods of user-centred design.
6. Apply the concepts and principles of multimedia project management.
7. Manage and carry out projects to create interactive video games.
8. Plan the development phases of a multimedia project, the typical activities and tasks, and the documents that are generated in each phase.
9. Use project management software.

Transversal:

1. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.
3. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.
12. SUSTAINABILITY AND SOCIAL COMMITMENT. Being aware of and understanding the complexity of social and economic phenomena that characterize the welfare society. Having the ability to relate welfare to globalization and sustainability. Being able to make a balanced use of techniques, technology, the economy and sustainability.
4. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.
10. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

TEACHING METHODOLOGY

-Project-based learning.

Individual and team work, with coordination and distribution of tasks to facilitate the development of the project. Students progress by applying the knowledge learned in the different subjects of the course, seek the information they need, consult the project teacher and the teachers of the other subjects, and learn new knowledge and resources applicable to the project.

A part of the work is developed during the classes, and in that case the work is guided and supervised by the teacher. Another part is developed as a team, within class hours or during autonomous work hours. Finally, another part is individual work for subsequent sharing.

-Group tutoring, explanation of the materials provided and work plan.

-Autonomous work.

Students work independently, outside of class hours, studying, reading, solving exercises or problems, developing practices.

-Report writing, public presentation and defense of the conclusions drawn and evaluation tests.

LEARNING OBJECTIVES OF THE SUBJECT

1. Correctly apply the theoretical and practical knowledge related to the creation of interactive videos.
2. Understand the concepts and principles of multimedia project management.
3. Know the development phases of a multimedia project, the activities, tasks and documents that are generated in each phase.
4. Design the user-centered design process and determine the techniques to apply and when and how to apply them.
5. Correctly choose the tools and procedures necessary for the development of projects.
6. Prepare the report of the developed project.
7. Work as a member of a team, either as another member, or carrying out project management and direction tasks in order to help develop multimedia projects with pragmatism and a sense of responsibility, assuming commitments and considering available resources.
8. Having initiatives and acquiring basic knowledge about organizations and becoming familiar with the tools and techniques, both for generating ideas and for management, that allow solving known problems and generating opportunities.
9. Take initiatives that generate opportunities, new objects or new solutions, with a vision of process and market implementation, and that involve and involve other projects that must be developed.
10. Use knowledge and strategic skills for the creation and management of projects, apply systematic solutions to complex problems and design and manage innovation in the organization.
11. Systematically and critically analyze the global situation, addressing sustainability in an interdisciplinary way as well as sustainable human development, and recognize the social and environmental implications of professional activity in the same field.
12. Apply sustainability criteria and professional codes of ethics in the design and evaluation of technological solutions.
13. Take into account the social, economic and environmental dimensions when applying solutions and completing projects consistent with human development and sustainability.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	60,0	40.00
Self study	90,0	60.00

Total learning time: 150 h



CONTENTS

Unit 1. Project Management

Description:

1. Choice of strategies to manage the project as a team.
2. Software for managing group work during the project (Trello and Microsoft Project)
3. Put into practice assertive behavior, social skills and group work

Related competencies :

CEM 14.9. Use project management software.

CEM 14.8. Plan the development phases of a multimedia project, the typical activities and tasks, and the documents that are generated in each phase.ada fase.

CEM 14.6. Manage and carry out projects to create interactive video games.

CEM 14.7. Apply the concepts and principles of multimedia project management.

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.

07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

02 SCS. SUSTAINABILITY AND SOCIAL COMMITMENT. Being aware of and understanding the complexity of social and economic phenomena that characterize the welfare society. Having the ability to relate welfare to globalization and sustainability. Being able to make a balanced use of techniques, technology, the economy and sustainability.

Full-or-part-time: 25h

Practical classes: 10h

Self study : 15h

(ENG) Tema 2. Revisión de videos interactivos

Description:

1. Selection of interactive video to view and discuss in class.
2. Evaluate in which fields they are being used.
3. Evaluate the effectiveness of its interactive components to create pleasant and positive user experiences.
4. Personal Graded Activity: Carry out the analysis of a user interactive video.

Related activities:

Personal Graded Activity: Carry out the analysis of a user interactive video.

Full-or-part-time: 25h

Practical classes: 10h

Self study : 15h

Unit 3. Script for interactive movies

Description:

1. Literary and technical script
2. Navigation diagram
3. Multimedia Storyboard

Full-or-part-time: 25h

Practical classes: 10h

Self study : 15h



Unit 4. Technology review and testing for interactive video creation

Description:

1. EkoStudio, H5P
2. Review of other widely used interactive video softwares.

Full-or-part-time: 25h

Practical classes: 10h

Self study : 15h

Unit 5. User Experience Design

Description:

1. EkoStudio, H5P
2. Review of other widely used interactive video softwares.

Full-or-part-time: 25h

Practical classes: 10h

Self study : 15h

Unit 6. Post-production

Description:

1. Video montage
2. Animation of interfaces
3. Hotspots / Popups
4. Design
5. Actions

Full-or-part-time: 25h

Practical classes: 10h

Self study : 15h

ACTIVITIES

Individual Graded Activity: Analysis of an Interactive Video

Full-or-part-time: 2h

Theory classes: 2h

GRADING SYSTEM

Script and pre-production: 20% of the final grade for the course (Deliveries 1, 2, 3, 4)

User Experience: 10% Note (Delivery 7)

Project Management: 5% Note (Deliveries 1-7)

Project: 45% (Written Report and Project Defense: 15%, Interactive Video: 30%)

Participation and learning attitude: 10% (Deliveries 1-7)

Individual Graded Activity: Analysis of an interactive video (10%)



EXAMINATION RULES.

The evaluation will be individual. Each student will have their own marks, independent of the marks of the other members of the group.

BIBLIOGRAPHY

Basic:

- Koenitz, H., Ferri, G., Haahr, M., Sezen, D., & Sezen, T. I. . Interactive digital narrative: history, theory and practice. Routledge. Routledge, 2015.
- Sora, C. "Etapas, factores de transformación y modelo de análisis del nuevo audiovisual interactivo online". El profesional de la información. 24(4), 424-431.
- "Interactive narratives: Processes and outcomes in user-directed stories". Journal of Communication. 64(3), 479-500.
- Steinemann, S. T., Iten, G. H., Opwis, K., Forde, S. F., Frasseck, L., & Mekler, E. D. . "Interactive narratives affecting social change". Journal of Media Psychology.

Complementary:

- Peck, T. C., Seinfeld, S., Aglioti, S. M., & Slater, M. "Putting yourself in the skin of a black avatar reduces implicit racial bias". Consciousness and cognition. 22(3), 779-787.
- Seinfeld, S., Feuchtner, T., Maselli, A., & Müller, J. . "User Representations in Human-Computer Interaction". Human-Computer Interaction. 1-39.
- Parrott, S., Carpentier, F. R. D., & Northup, C. T. . "A test of interactive narrative as a tool against prejudice". Journal of Communications. 28(4), 374-389.

RESOURCES

Other resources:

- <https://studio.eko.com/> />
- <https://h5p.org/> />
- <https://www.wirewax.com/> />