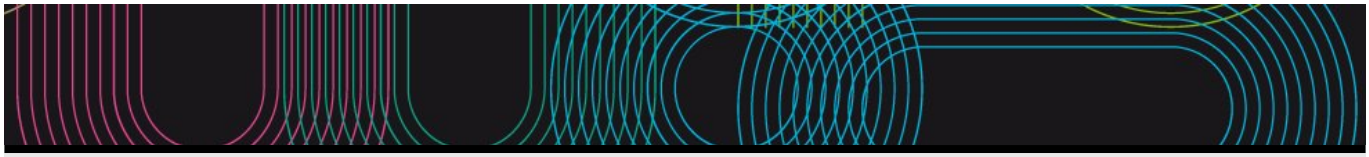

IDENTIFYING DATA				
Development of Web Projects				
Subject	Development of Web Projects			
Code	P04G071V01403			
Study programme	Grado en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	4th	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Martínez Rolán, Luís Xabier			
Lecturers	Martínez Rolán, Luís Xabier			
E-mail	xabier.rolan@uvigo.es			
Web				
General description	An introduction to multimedia and interactive programming of web applications that include text, images, animations, sound, and video.			

Training and Learning Results	
Code	
B3	Aplicar técnicas y procedimientos de la composición de la imagen a los diferentes soportes audiovisuales, a partir del conocimiento de las leyes clásicas y de los movimientos estéticos y culturales de la historia de la imagen.
B4	Exponer los resultados de los trabajos académicos de manera escrita, oral o por medios audiovisuales o informáticos de acuerdo a los cánones de las disciplinas de la comunicación.
C23	Analyse and implement strategies of marketing for the development, distrribuition and consumption of audiovisual and multimedia products oriented to the market.
D2	Comunicar por oral y por escrito en la legua gallega.
D3	Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.
D4	Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Expected results from this subject	Training and Learning Results		
To know the basic languages of generation and programming of Web documents.	B3	C23	
To know and organize the different formats of text, image, animation, sound, and video that are part of an interactive web document.	B3		
To analyze the needs of a multimedia project and skillfully optimize resources and implement technical solutions to the different requirements of the project.		C23	
To apply modern design techniques, adapted to the generation of web documents and content management systems (CMS).	B3		
To apply the techniques and processes of web project production, in all its phases, from the point of view of organization and management of the necessary technical, human, and budgetary resources.	B4		D2
Ability to investigate, write and present reports and work related to online communication.			D3 D4

Contents	
Topic	
Introduction to the fundamental concepts of an Audiovisual Multimedia Work and the Web.	Technological and social evolution of the web, of the precedents and of the his current state

Analysis and design of projects web.	Input: Consultancy and web auditing. Client-server architecture. Biases and gender perspective in web project development. Output: Consultancy and web auditing. Client-server architecture. Biases and gender perspective in web project development.
Development frameworks for web projects.	Server-oriented languages: php Client-oriented languages: html, css, javascript Use of artificial intelligence in web design
Methods for the definition, development, and evaluation of web projects.	Information design Navigation design Web design Usability
Content Management Systems (CMS) for the development of web projects.	The different options available today. Content creation with CMS Insertion of functionalities with CMS Layout and graphic appearance with CMS
SEO positioning and Web Analytics	SEO and SEM Data analytics Strategic decision making in web projects

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	22.5	0	22.5
Mentored work	3	80	83
Case studies	4.5	4	8.5
Problem solving	14	15	29
Objective questions exam	1	1	2
Simulation or Role Playing	5	0	5

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Lecturing	Exhibition in kind of the contained theoretical-practical of the subject, beside the corresponding examples and debates envelope his properties and characteristic
Mentored work	It Will propose, along the course, 1 practical long-term-work: creation of a interactive webpage
Case studies	Analysis and discussion of pages web: of the his structure, aesthetic and contents
Problem solving	Proposal and resolution of practical activities along the course, that will consist in brief exercises of production and programming multimedia and interactive

Personalized assistance

Methodologies	Description
Mentored work	Assistance to the student in tutoring hours

Assessment

	Description	Qualification	Training and Learning Results		
Mentored work	Individual WEB projects with conditions to meet	20	B3 B4	C23	D2 D3 D4
Problem solving	The student, in order to demonstrate their understanding of the explained theoretical concepts, will carry out different tasks of analysis and development of web projects.	20			
Objective questions exam	Theoretical test on the content of the subject	20		C23	
Simulation or Role Playing	Exercise of real simulation. The students are divided into groups, they are given a briefing and they have to develop a fully functional website in 5 hours.	40	B3 B4		D2 D3 D4

Other comments on the Evaluation

Other comments on the Evaluation

1.- Considerations on continuous evaluation.

The student undergoes continuous evaluation by default.

To pass the subject, it is necessary to obtain a minimum of 50% of the score for each of the indicated methodologies/tests. In case of not obtaining the minimum score, the student will not pass the subject and will be marked as failed in that session with the least detrimental grade for their record.

No average is calculated for any section if the minimum score (50% of the total for each methodology) is not obtained. Exceptionally, in the case of the objective question exam, it is necessary for students to obtain a minimum score of 40% in order to average it with the rest of the methodologies, which must be passed with a minimum grade of 50%.

Attendance is mandatory for both theory and practical classes. Students must attend the subject regularly (minimum of 80% of the classes). If this figure is not reached, they will lose the right to be evaluated in the first session.

In the second and subsequent sessions, the problem-solving test will have a weight of 40% and the supervised work will not be evaluated.

2.- Concise description of the second opportunity.

The student who undergoes continuous evaluation must pass in the second session all those methodologies or tests that they did not pass with a minimum score of 50% in the first session.

The student who undergoes global evaluation must undergo the same conditions described in the global evaluation in the second session. That is, they will have the same evaluation system described in point 3 of these instructions.

In order to coordinate the second opportunity, students who must undergo this evaluation must contact the responsible teacher for the subject, who will establish the relevant tests either in Moovi or in person during the established and approved date by the Faculty Board.

The conditions for the second opportunity described here apply to the rest of the subsequent sessions.

3.- Concise description of the global evaluation.

The student who wishes and formally requests it according to the deadlines and mechanisms established by the Dean's Office will have the right to global evaluation. For this purpose, it is advisable to review the information provided by the center.

The global evaluation test will take place on the date established by the center and approved by the Faculty Board, and will systematically evaluate all the methodologies and tests established in the course guide, with a total duration of 5 hours.

The student who takes the global evaluation will take the same multiple-choice exam as the students who undergo continuous evaluation. The overall grade of the theoretical exam will have the same proportional weight. It is necessary to obtain a minimum score of 50% to average it with the practical test. The duration of the theoretical exam is 1 hour.

The exam is eliminatory. If the minimum score of 50% is not achieved, the next part of the evaluation cannot be taken.

After the completion of the exam, the practical tests will begin.

This part of the evaluation will be carried out in person at the faculty in the designated space and will consist of the following parts:

A practical case that evaluates the problem-solving methodology, with a weighting of 40%, with a duration of 1 hour and is eliminatory. It is necessary to obtain a minimum score of 50% to pass this part of the test and move on to the next part.

After a 15-minute break, the practical test will continue with a 3-hour simulation exercise or Role Playing in which the student must create a perfectly functional website based on a briefing given by the teacher.

For the practical part, it is not possible to use personal student equipment or consult course materials on Moovi. Any violation of these conditions will invalidate the test.

4.- Other considerations

For anything not covered and/or detailed in this guide, the indications of the REGULATIONS ON EVALUATION, GRADING, AND QUALITY OF TEACHING AND THE STUDENT LEARNING PROCESS (Approved by the Faculty Council on April 18, 2023) will be taken as reference.

The course guide presents the general approach of the subject. Due to the length and the impossibility of uploading additional documentation on the Docnet platform, more specific details will be managed through the Moovi platform.

Sources of information

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Recommendations