



IDENTIFYING DATA

New media interactive projects: Web

Subject	New media interactive projects: Web			
Code	P04G070V01903			
Study programme	(*)Grao en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	3rd	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Martínez Rolán, Luís Xabier			
Lecturers	Martínez Rolán, Luís Xabier			
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Web				
General description	(*)Unha introdución á programación multimedia e interactiva de aplicacións web que inclúan texto, imaxe, animación, son e vídeo.			

Competencies

Code				
B3	Ability to apply techniques and procedures of composition of images to the different audiovisual formats, starting with knowledge of the classical laws and the esthetic and cultural movements in the history of the image.			
B4	Ability to present the results of academic works in written and oral forms and through audiovisual and computing means, according to the standards of communication disciplines.			
C23	Ability to write screenplays fluently for the different audiovisual formats.			
C25	Knowledge and application of the techniques for the design and development of interactive multimedia projects.			
D2	To be able to work in a team and to communicate one's ideas through the creation of an appropriate environment.			
D3	To be able to take expressive and thematic risks, suggesting personal solutions and points of view to develop projects.			
D4	To be able to organize tasks and carry them out in an orderly fashion, making sound decisions according to logical priorities in the different processes of audiovisual production.			

Learning outcomes

Expected results from this subject	Training and Learning Results		
New	B3	C23 C25	
New	B3	C23 C25	
New	B3	C25	
New	B3	C25	
New	B4		D2
New			D3 D4

Contents

Topic	
1 - Introduction	Brief introduction multimedia
2 - Brief history of Internet. How we arrive until here	2.1 - Origin of the web and characteristics 2.2. Formats web 2.3. Client-server architecture

3. Design of pages web.	3.1. Design of the information 3.2. Design of the interactivity 3.3. Visual design 3.4. Design of usability.
4. Development languages of web projects	4.1. HTML 4.2. CSS 4.3. PHP
5 - Creation of web sites with Wordpress	5.1. Wordpress.*com *vs wordpress.*org 5.2. Hosting, domain and installation 5.3. Front-*end *vs *BackEnd 5.4. Basic adjustments of wordpress.*org 5.5. Content creation 5.6. Plugins 5.7. Graphic aspect (*templates / *themes)
6. Graphic design of web sites with *Worpdress. Visual composers	6.1. Gutenberg 6.2. Divi
7. WordPress websites optimization	7.1. SEO Optimization in Wordpress 7.2. Responsive Design and Mobile First 7.3. Accessibility web

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	5	0	5
Mentored work	3	60	63
Presentation	6	0	6
Case studies	10	4	14
Problem solving	25	35	60
Objective questions exam	1	1	2

*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
Presentation	Presentation in kind of the work of the previous section
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	Systematic observation - 15%	75	B3	C23	D2
			B4	C25	D3
	Project individual WEB - 60%				D4
Objective questions exam	Theoretical proof envelope the contents of the subject	25		C23	
				C25	

Other comments on the Evaluation

To success, is needed to obtain a minimum of 50% of the qualification of each of the methodologies/tests. In the case to suspend any part, the student should surpass all the methodologies and tests in the following and successive announcements. They Will apply the same criteria in the second and successive announcements.

The assistance is mandatory, theory and practice. The students owe to assist with regularity to classes (minimum 80% of the classes), in the case of not surpassing this figure, they will loose the right to be evaluated in the first announcement.

Sources of information

Basic Bibliography

Aubry, Christophe, **HTML5 y CSS3 para sitios con diseño web responsive**, Eni Ediciones, 2014

Castells, Manuel, **La Transición en la sociedad en red**, Ariel, 2007

MacDonald, Matthew, **Creación y diseño web**, Anaya Multimedia, 2016

Matarazzo, Denis, **Aprenda los lenguajes HTML5, CSS3 y JavaScript para crear su primer sitio web**, Eni Ediciones, 2015

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Rull, Luís; Valdivia, Rocío, **WORDPRESS PARA DUMMIES**, CEAC, 2012

Complementary Bibliography

Beati, Hernan, **El gran libro del PHP: Creación de páginas web dinámicas**, Marcombo, S.A, 2012

Caumont, Stéphanie y Kandjian, Francis y Talazac, Fabrice, **Google AdWords: la guía completa**, Eni Ediciones, 2014

Chardonneau, Ronan y Prat, Marie, **Posicionamiento y análisis del tráfico de su sitio web con Google Analytics (2a edición) (Pack dos libros)**, Eni Ediciones, 2014

Elósegui Figueroa, Tristán y Muñoz Vera, Gemma, **Marketing Analytics**, Anaya Multimedia, 2015

Eric Schmidt, Jared Cohen, **El futuro digital**, Anaya Multimedia, 2014

Guérin, Brice-Arnaud, **Gestión de proyectos informáticos - Desarrollo, análisis y control**, 2ª, Eni Ediciones, 2015

Heurtel, Olivier, **PHP y MySQL - Domine el desarrollo de un sitio web dinámico e interactivo**, 2ª, Eni Ediciones, 2014

Heurtel, Olivier, **PHP 5.6 - Desarrollar un sitio web dinámico e interactivo**, Eni Ediciones, 2015

Kaushik, Avinash, **Analítica WEB 2.0: El arte de analizar resultados y la ciencia de Centrarse en el cliente**, Ediciones Gestión 2000, 2011

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Maciá Domené, Fernando; Gosende Grela, Javier, **Posicionamiento en buscadores**, Anaya Multimedia, 2012

McFarland, David Sawyer, **JavaScript y jQuery**, Anaya Multimedia, 2012

Muñoz Vera, Gemma; Elósegui Figueroa, Tristán, **El arte de medir: Manual de analítica Web**, Profit Editorial, S.L,

Nielsen, Jacob y Pernice, Kara, **Técnicas de Eyetracking para usabilidad WEB**, Anaya Multimedia, 2010

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Prat, Marie, **SEO - Posicionamiento de su sitio web en Google y otros buscadores**, Eni Ediciones, 2014

Vigouroux, Christian, **Aprender a desarrollar con JavaScript**, Eni Ediciones, 2015

Prat, Marie, **Posicionamiento web - Estrategias de SEO - Google y otros buscadores**, 4ª, ENI Ediciones, 2016

Aubry, Christophe y Van Lancker, Luc, **jQuery - El framework JavaScript para sitios dinámicos e interactivos**, 3ª, ENI, 2017

CHARDONNEAU, Ronan COUTANT, Maxime y SOULIER, Pierre, **Google Analytics**, 3ª, ENI, 2017

Gauchat, Juan Diego, **EL GRAN LIBRO DE HTML5, CSS3 Y JAVASCRIPT**, 3ª, Marcombo,

Arce Anguiano, Francisco Javier, **DESARROLLO WEB CON HTML5**, 1ª, Marcombo,

Torres Remon, Manuel Ángel, **DISEÑO WEB CON HTML5 Y CSS3**, 1ª, Marcombo,

Lasa Gómez, Carmen; Álvarez García, Alonso y Heras del Dedo, Rafael de las, **Metodos ágiles: scrum, kanban, lean**, Anaya Multimedia, 2017

Williams, Robin, **Diseño gráfico. Principios y tipografía**, Anaya Multimedia, 2015

Pérez de Silva, J., **La nueva producción audiovisual en la era de Internet: la tercera revolución industrial**, Gedisa, 2000

Martínez Rolán, Xabier, **Diseño de páginas web. WordPress para todos los públicos**, Editorial UOC, 2019

Recommendations

Subjects that continue the syllabus

New media interactive projects: mobile phones and DTT/P04G070V01907

Audiovisual networks on the Internet/P04G070V01910

Video games: Design and development/P04G070V01908

Subjects that it is recommended to have taken before

Animation in digital environments and multimedia/P04G070V01402

Audiovisual and interactive project management/P04G070V01405

Multimedia design and storyboarding/P04G070V01901

Contingency plan

Description

=== PLANNED EXCEPTIONAL MEASURES ===

In view of the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University has established extraordinary planning that will be activated when the administrations and the institution itself determine that it is

necessary, taking into account criteria of safety, health and responsibility, and guaranteeing teaching in a non-presential or totally non-presential scenario. These planned measures guarantee, when required, the development of teaching in a more agile and effective way by being known in advance (or with ample notice) by students and teachers through the standardised and institutionalised tool of the DOCNET teaching guides.

=== ADAPTATION OF THE METHODOLOGIES ===

* Teaching methodologies that are maintained

All the proposed methodologies are maintained Master class, presentation and project-based learning, as they can be carried out through the remote and faitic campus.

* Non-presential mechanism for attending to students

Students can arrange and attend tutorials through the Remote Campus' teaching rooms upon request through Faitic or other means provided by the University itself.

=== ASSESSMENT ADAPTATION ===

if necessary, deletes the systematic evaluation (valued with a 15% of the note) and the theoretical examination (valued with a 25% of the note) and the work computes with a 100% of the note in the how much of 80% initial.

This new value is calculated pondering the notes achieved - with independence of yes have realized sooner or later of the exceptional situation - by means of a rule of three simple to achieve this maximum of 100%
