



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 - *Introducción	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	(*)Exposición en clase dos contidos teórico-prácticos da materia, xunto aos correspondentes exemplos e debate sobre as súas propiedades e características
Mentored work	(*)Propoñeráse, ao longo do curso, 1 traballo de índole práctica: creación dunha páxina web interactiva
Presentation	(*)Presentación en clase do traballo do apartado anterior
Case studies	(*)Análise e discusión de páxinas web: da súa estrutura, estética e contidos
Problem solving	(*)Proposta e resolución de actividades prácticas ao longo do curso, que consistirán en breves exercicios de produción e programación multimedia e interactiva

Personalized assistance

Methodologies	Description
Mentored work	Assistance to the student in tutoring hours

Assessment

	Description	Qualification	Training and Learning Results		
Mentored work	Sistematic observation - 10%	70	B3	C23	D2
	WEB Marathon - 30%		B4	C25	D3
	Individual web project - 30%				D4
Objective questions exam	Theoretical proof about the contents of the subject	30		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: Creacion de páginas web dinámicas**, Marcombo, S.A, 2012

Caumont, Stéphanie □ Kandjian, Francis □ 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

Pisani, Francis y Piotet, Dominique, **La alquimia de las multitudes. Cómo la web está cambiando el mundo**, Paidós, 2008

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