

MULTIMEDIA COMMUNICATION

The Project









Evaluation Method



The evaluation method includes three components:

1. EXAM

After the end of the lecturing period (weight 50%) – 3rd May 2022, 1pm, and 21st July 2022, 8am;

PROJECT (in groups of 2)

About a selected topic; to be finished by <u>22nd April 2022</u> (weight 35%) with a preliminary Table of Contents by <u>1st April 2022</u>

3. MAP QUIZZES AT THEORETICAL LECTURES

- o 2 MAP Quizzes per week (starting in week 2), only the best per week counts
- Quizzes_Score = 20 × (Number of questions rightly answered in the best 6 MAP sessions, 1 per week) / (Total number of questions asked at the corresponding 6 MAP sessions)

4. FINAL SCORE:

Final_Score = round $(0.5 \times \text{Exam_Score} + 0.35 \times \text{Project_Score} + 0.15 \times \text{Quizzes_Score})$





- * The project has the key objective to offer the students the opportunity to <u>review a multimedia related topic</u> that they like, thus asking for bibliographic review, company visits and contacts, product review, etc.
- * The objective should have a <u>tutorial and pedagogic flavor</u> on a topic related to multimedia communication; the content does not have to be original but rather a good review of the topic using appropriate references.
- * The project should 'push all the buttons' related to the topic, notably technology, business model, content, social and legal impacts, market, future trends.
- * Whatever the selected topic, the <u>multimedia related aspects have priority</u> over other issues.
- * The topic may be <u>suggested by students</u> although needing approval by the professor; there is a list of topic suggestions already available.
- * No topic may be selected by more than 2 groups; each group has 2 students.



Audience: Your Colleagues, Your Parents LISBOA







Project Deliveries



The project will be delivered in two versions:

- * Classic paper version (text) using a template made available in advance, which should not be changed, with a maximum of 8 pages including everything
- * Webpage version essentially with the same content of the paper version while exploiting the typical capabilities of a web page, e.g. interaction, non-linear navigation, dynamic content like video
 - This version must include an exciting, maximum 3-minute, video teaser for the topic



TÉCNICO Selecting a Topic



- * Interesting, exciting, future looking, building a portfolio, shaping your future
- * List of suggestions is provided
- * But you may choose anything you like involving multimedia ... But I have to approve!
- * Not too generic ... Not too specific
- * Be creative! Surprise me (positively;-)

* ...



Example Topics: Any Multimedia-poisoned Application

- **★** Multimedia applications against COVID-19
- * YouTube
- * Skype
- * Netflix
- * Spotify
- * iTunes
- * WhatsApp
- * Amazon multimedia
- * Facebook multimedia
- * Eleven
- * HBO
- * Instagram

* Games

***** ??

Always with emphasis on the multimedia components!











STARZ

























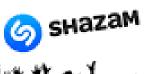






















TÉCNICO Example Structure

Introduction
 (context, motivation, objective)

- 2. Starting and Evolution (history)
- 3. Functional Description and Interfaces
- 4. Technology Overview
 - 1. Overall Architecture (with good figure)
 - 2. Technology Component 1
 - 3. Technology Component 2
 - 4.
- Content and Authors
- 6. Business Models
- 7. Competition and Market Dynamics
- 8. Social and Ecological Impacts
- 9. Legal and Ethical Impacts
- 10. About Portugal
- 11. Future Evolution

Not necessarily all sections are relevant for all topics!

Adapt the sections to your topic!



Where to Look for Material

- * Internet in general
- **★** IEEE Xplore
- * DEEC and IST libraries
- * Other libraries
- **★** Journals, magazines, etc.
- * Professors from IST or other schools
- * Companies with activity in the area of the project





Video Production Rules



- * The video must appear in the home page of the project Web page
- * The video should be APPEALING and make people willing to see it up to the end and go to navigate in your Web page and read your paper
- * ALL the elements of the group must appear (one by one or all together) and speak in the video in rather equivalent times
- **★** During the full video, at least one element of the group must be present at any time
- * There should be NO video special effects in the video to concentrate on the oral message
- **★** The video may be shot indoors or outdoors
- **★** The video cannot use any slides
- * The presentation may be in Portuguese or English at your choice but all the elements of the group must speak the same language
- * The video should include NO offensive language in any form or to anybody



Paper Assessment Criteria



1. Structure

Sequence of the sections; structure of the sections and subsections

2. Presentation

Quality and clearness of the figures and charts; general look; usage of captions

3. Correct usage of the given template

E.g. page, sections, figures and tables numbering; references along the text

4. Quality and clarity of the text

o Orthographic mistakes; clear and concise sentences; usage of structured text

5. Technical depth and correction

Technical relevance of the topic; depth/simplicity/clearness of the concepts and methods; relevance given to the audio and video issues

6. Originality

Any issue revealing originality to make the paper more appealing; creativity

7. Bibliography used and contacts made

Quality and size of the bibliography; insertion of the references in the text



Web Page Assessment Criteria



1. Graphical Design

2. Structure and Navigation

- Structure of sub-pages
- Easy and efficient navigation
- Interface

3. Usage of Components not in the Paper

- Videos
- o Audio
- Interaction

4. Video

- Telling a story
- Naturalness
- Interaction with viewer
- o Originality
- Teasing power



Evaluation Method: Project Self-Assessment

- * By the project deadline date, each student (not each project) will provide to a previously identified student representative, his/her 'estimate' of the mark for his/her project. The professor will have NO access to these 'score estimates'.
- * The professor will score the projects in a 0-20 scale.
- * The students which estimated mark is **the same** as the professor's mark will get a **bonus of 1 point** in the project mark.
- * The students which estimated mark is ± 1 point regarding the professor's mark will get a bonus of 0.5 point in the final project mark.







TÉCNICO CMul Webpage ...

Contexto e Objectivos

História

Programa

Corpo Docente

Horários das Aulas

Horários de Dúvidas

Material de Estudo

Método de Avaliação

Datas de Exame

Exames Realizados

Sobre o Projecto

Lista de Projectos

Turnos de Laboratório

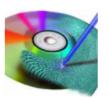
Resultados da Avaliação

Para Relaxar ...

<u>Sugestões</u>









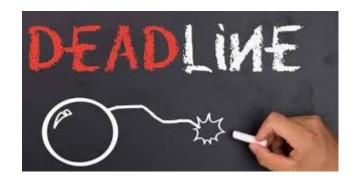
Comunicação Multimédia IST, Tagus

Comunicação Multimédia (CMul) é uma unidade curricular oferecida ao METI e MEE no IST Tagus, sendo o seu responsável o <u>Prof. Fernando Pereira</u>.

As aulas de CMul começam no <u>7 de Março de 2022</u> uma vez que esta é uma UC P3 ou seja do primeiro quarter do 2º semestre.

Informa-se que a informação respeitante a classificações contida nesta página não tem qualquer valor oficial.





- * MARCH 18, 2022 (FRIDAY) Selection of the topic by the group (of 2)
 - Explicit topic approval required
- * **APRIL 1, 2021 (FRIDAY)** Preliminary version of the table of contents in pdf file with a brief description of each section and sub-section (1-2 pages).
 - o Detailed feedback will provided by email
- * APRIL 22, 2022 (FRIDAY) Final version of the paper and web page (with 3 min video).
 - Detailed evaluation report will be provided



An EARLY START is a SIVART START



Start Early, Mature and Massage

- * Select your group partner
- * Select the topic and inform me
- * Start gathering material and reading
- * Create table of contents
- * Get feedback on table of contents
- * Start writing by section
- * Integrate sections and 'massage'



* Create the website and video ...



MARCH 26, 2021: Selection of the Topic

