

MULTIMEDIA COMMUNICATION

The Project





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The evaluation method includes three components:

1. **EXAM**

- After the end of the lecturing period (weight 50%) – 17th January 2024, 6pm and 30th January 2024, 1.30pm;

2. **PROJECT** (in groups of 3)

- Project delivered by 5th January 2024 (weight 35%) with a preliminary Table of Contents by 30th November 2023

3. **MAP QUIZZES AT THEORETICAL LECTURES**

- 2 MAP Quizzes per week (starting in week 2), only the best per week counts
- $\text{Quizzes_Score} = 10 \times (\text{Number of questions rightly answered in the best MAP sessions, 1 per week}) / (\text{Total number of questions asked at the corresponding MAP sessions})$

4. **FINAL SCORE:**

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



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Objectives



- ★ The project has the key objective to offer the students the opportunity to review a multimedia application/service that they like, thus asking for bibliographic review, company visits and contacts, product review, etc.
- ★ The objective should have a tutorial and pedagogic flavor; 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 multimedia related aspects have priority over all other issues.
- ★ The specific multimedia application/service may be suggested by students although needing approval by the professor; there is a list of suggestions already available.
- ★ No topic may be selected by more than 2 groups; each group has 3 students.

Audience: Your Colleagues, Your Parents





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 appealing, *maximum 3 minutes, video teaser for the topic*



Selecting a Multimedia Application/Service



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



Example Topics: Any Multimedia-poisoned Application

- ★ YouTube
- ★ Skype
- ★ Netflix
- ★ Spotify
- ★ iTunes
- ★ WhatsApp
- ★ Facebook
- ★ Eleven
- ★ HBO
- ★ Instagram
- ★ TikTok
- ★ Games
- ★ ??

Always with emphasis on the multimedia components !







Example Structure

1. 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.
5. 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





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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
- ★ Video special effects in the video should be limited 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



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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

- 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
 - Audio
 - Interaction
4. **Video**
 - Telling a story
 - Naturalness
 - Interaction with viewer
 - 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.



[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](#)

[Grupos de Laboratório](#)

[Resultados da Avaliação](#)

[Para Relaxar ...](#)

[Sugestões](#)



Comunicação Multimédia

IST, Alameda

Comunicação Multimédia (CMul) é uma unidade curricular oferecida ao MECD e MEEC (Áreas Principais de Telecomunicações e Redes e Sistemas de Comunicação) no IST Alameda, sendo o seu responsável o [Prof. Fernando Pereira](#).

Segundo o Conselho Pedagógico do IST, o ensino desta UC foi considerado 'Excelente' pelos alunos em todos os anos lectivos desde 2006/2007.

As aulas de CMul (Alameda, P2) iniciar-se-ão no dia 13 de Novembro 2023 (2ª feira) às 16h, na sala V1.27 (pav. Civil).

O horário das aulas está disponível em <https://fenix.tecnico.ulisboa.pt/cursos/mec21/horario/283789964089335>.

The lectures will be in English if any student cannot follow in Portuguese.

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



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Deadlines



- ★ **NOVEMBER 24, 2023 (FRIDAY)** – Selection of the topic by the group (of 3)
 - Explicit topic approval required
- ★ **NOVEMBER 30, 2023 (THURSDAY)** – Preliminary version of the table of contents in pdf file with a brief description of each section and subsection (1-2 pages).
 - Detailed feedback will be provided by email
- ★ **JANUARY 5, 2024 (FRIDAY)** – Final version of the paper and web page (with 3 minutes video).
 - Detailed evaluation report will be provided



An
EARLY START
is a **SMART**
START

Start Early, Mature and Massage

- ★ Select your group partners
- ★ 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 ...





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NOVEMBER 24, 2023: Selection of the Topic

*I will be right
here waiting
for you*