MULTIMEDIA COMMUNICATION

The Project

Evaluation Method

The evaluation method includes three components:

1. ## **EXAM**
   - After the end of the lecturing period (weight 50%) – *21st January 2025, 8am and 4th February 2025, 8am*;

2. ## **PROJECT** (in groups of 3)
   - Project delivered by *10th January 2025* (weight 35%) with a preliminary Table of Contents by *13th December 2024*

3. ## **MAP QUIZZES AT THEORETICAL LECTURES**
   - 2 MAP Quizzes per week (starting in week 2), only the best per week counts
   - Quizzes_Score = 10 × (Number of questions rightly answered in the best MAP sessions, 1 per week) / (Total number of questions asked at the corresponding MAP sessions)

4. ## **FINAL SCORE:**
   - Final_Score = round (0.5 ×Exam_Score + 0.35 × Project_Score + 0.15 × Quizzes_Score)
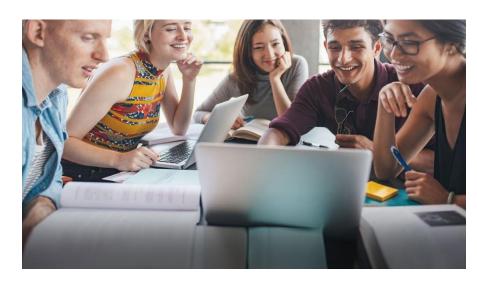
Objectives

✦ The project has the key objective to offer the students the opportunity to <u>review a multimedia application/service</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>; the content does not have to be original but rather a good review of the topic using appropriate references.

✦ The project should <u>'push all the buttons'</u> 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 all other issues.

✦ The specific multimedia application/service may be <u>suggested by students</u> although needing approval by the professor; there is a list of suggestions already available.

✦ No topic may be selected by more than 2 groups;<u> each group has at most 3 students</u>.

Audience: Your Colleagues, Your Parents

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 capabililities of a web page, e.g. interaction, non-linear navigation, dynamic content like video

   o 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 !
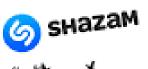
Example Structure

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

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

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.

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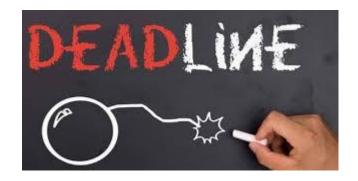
Segundo o Conselho Pedagógico do IST, o ensino desta UC foi considerado 'Excelente' pelos alunos em todos os anos lectivos desde 2006/2007.

As aulas de CMul (Alameda, P2) iniciar-se-ão no dia 18 de Novembro 2024 (2ª feira) às 16h, na sala V1.27 (pav. Civil).

O horário das aulas está disponível em https://fenix.tecnico.ulisboa.pt/disciplinas/CMul11/2024-2025/1-semestre/horario.

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

Deadlines

★ **NOVEMBER 29, 2024 (FRIDAY) –** Selection of the topic by the group (of 3)

　　o Explicit topic approval required

★ **DECEMBER 13, 2024 (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 be provided by email

★ **JANUARY 10, 2025 (FRIDAY) –** Final version of the paper and web page (with 3 minutes video).

　　o Detailed evaluation report will be provided

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 ...