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TÍTULO: In2CoP 2025 - Conferência Internacional em Processos de Cocriação no Ensino Superior: Livro de Resumos

EDITORES: Bárbara Barroso, Celeste Antão, Cláudia S. Costa, Fernando Pereira, Inês Barbedo, Juliana Almeida- de-Souza, Pedro Rodrigues, Rebeca Lachovicz, Vera Ferro-Lebres

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TITLE: In2CoP 2025 - International Conference on Co-creation Processes in Higher Education: Book of Abstracts

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Esta publicação reúne os resumos das comunicações apresentadas na Conferência Internacional em Processos de Cocriação no Ensino Superior (In2Cop) 2025 e inclui ainda o programa do Encontro.

As doutrinas expressas em cada um dos resumos são da inteira responsabilidade dos autores.

This publication presents the abstracts of the communications presented at the International Conference in Co-Creation Processes in Higher Education (In2Cop) 2025 and the program of the Meeting.

The opinions expressed in each of the abstracts are the sole responsibility of the authors.



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Projeto Integrado

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Introduction: The *Integrated Project* is a curricular unit from the final semester of the Multimedia undergraduate degree at EsACT. Its purpose is to consolidate and connect the various aspects of the programme, offering students a comprehensive understanding of multimedia and its practical application in real-world contexts. Additionally, this unit prepares students to work in multidisciplinary teams, conduct preliminary studies on real projects, and apply active methodologies in their planning and development. The aim is to strengthen the design and implementation of integrated multimedia products, ensuring their planning aligns with real-world briefs.

Objectives: The main goal of this curricular unit is to provide students with a practical and applied context in which to develop technical and creative skills, as well as deepen their knowledge through real project implementation. In 2024, two projects were undertaken: one for the *Associação Portuguesa do Direito do Consumo* (APDC – Portuguese Association for Consumer Law), and another for the *Cooperativa dos Produtores de Mel da Terra Quente e Frutos Secos* (CPMTQFS – Cooperative of Honey and Dried Fruit Producers of Terra Quente). The first project involved the creation of a mobile app designed to assist consumers in understanding guarantees and related legislation. The second focused on developing the visual and audiovisual communication of the cooperative, while simultaneously identifying and strengthening its identity and digital presence.

Methodology: The methodology adopted varied according to the specific needs of each project. For the APDC, a user-centred approach was applied, following all UX and UI development stages and using the atomic design methodology. This process led to the creation of a high-fidelity prototype. In the CPMTQFS project, the strategy was centred on creating a communication plan that included a rebranding of the logo, social media management, product photography, and the production of promotional videos.

Results: A high-fidelity mobile app prototype was developed for the *Associação Portuguesa do Direito do Consumo*, providing consumers with a functional and accessible tool to promote literacy on guarantees and legal rights. In the case of CPMTQFS, audiovisual materials were produced in line with the communication plan, updating the cooperative's image and reinforcing its digital presence.

Conclusions: These projects demonstrate the value of learning through practice and the application of active methodologies in Multimedia education. They provided students with direct exposure to real-world challenges, enabling them to deepen both theoretical knowledge and technical expertise. Moreover, students developed essential interpersonal skills, such as teamwork, client communication, and adaptability to diverse realities.

Keywords: Active methodologies, atomic design, multimedia, audiovisual production, UX/UI, digital identity, IPB, EsACT