



**University of
Humanities and
Economics in Lodz**

**ERASMUS+ INCOMING STUDENTS
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH**

CULTURE STUDIES

WINTER 2024/2025

NARRATIVE IDENTITY

seminar/ form of assessment: test, 4 ECTS

This course will provide a general introduction to the topic of narrative identity. In this theory of identity, we have access to our past only through the medium of narrative. It is through this narrative that we can perceive our lives as a coherent and meaningful whole and create our own sense of who we really are.

During the classes we will discuss:

1. The issue of the narrative turn in the humanities;
2. The most important concepts of narrative identity – hermeneutic (e.g. P. Ricoeur, A. MacIntyre, Ch. Taylor) as well as naturalistic (e.g. M. Schechtman, D. DeGrazia, and D. Dennett);
3. The relationships between narrative identity and cultural/social identity;
4. The mutual influences between the concept of narrative identity and literature/culture/art.

NARRATIVE ETHICS, AND ETHICAL CRITICISM OF ART AND LITERATURE

seminar/ form of assessment: essay, 3 ECTS

This course will provide a general introduction to the topics of narrative ethics and ethical criticism. In the first part of the course, we will discuss the ethical aspects of narrative and storytelling.

Referring to the concept of narrative identity, we will discuss:

1. various discourse fictionalization strategies applied in the process of storytelling, such as elements of emplotment, the beginning-middle-end structure, narrative patterns of

acting and thinking provided by a given culture, rhetorical tropes, vague predicates, approximate or indirect references, so-called narrative substances (Nss), etc.;

2. their at least partially fictionalizing nature;

3. the ethical factor in our personal, non-fictional narrative, which is always told from the first-person perspective and thus maintains the autonomy of a narrating subject. In the second part of the course, we will discuss W. Booth's and M. Nussbaum's concept of ethical criticism. Referring to the concept of threefold mimesis (P. Ricoeur) and the notion of the intersection of the world of a text and the world of a reader, we will analyze the mutual relationships and influences between literature and real life.

AI – A NEW EVERYDAY REALITY

Practicals/ Form of assessment: project, 4 ECTS

This course delves into the rapid advancement and integration of artificial intelligence into our daily lives. We'll explore how AI is shaping industries, changing human-machine interactions, and redefining societal norms. Participants will gain insight into the transformative power of AI, its potential benefits, and the ethical considerations surrounding its implementation.

ART COLLIDING WITH THE COMMERCIALIZATION OF THE MARKET. IS THERE STILL ROOM FOR CREATIVITY IN THE MODERN WORLD?

Practicals/ Form of assessment: project, 3 ECTS

In this course, we'll investigate the intricate dance between art and commercialization in today's fast-paced market. We'll discuss how commercial demands impact artistic integrity and whether true creativity can still thrive in such an environment. Participants will be encouraged to reflect on the balance between artistic passion and the pragmatic demands of the modern world.

GRAPHIC DESIGN IN RELATION TO CONTEMPORARY VISUAL AND AUDIO ARTS

Workshop/ Form of assessment: project, 4 ECTS

In this course we will carry out tasks in the field of graphic design in relation to other fields of art and culture. We will explore new aesthetic spaces for interdisciplinary activities. These classes will develop the student's design workshop and learn to design contemporary brand identity and visual communication, creating projects in the field of design combined with other fields such as music, video, literature, experiment. We will be constantly inspired by modern technologies and we will be looking for answers to the questions that art raises today, also in the context of AI. Classes will be based on the

implementation of projects, discussions about them, and common conclusions. We will be looking for opportunities to implement projects and build a portfolio.

ZDW: POPULAR ART/ HISTORY OF GRAPHICS AND PHOTOGRAPHY

3 ECTS

OBJECTIVES OF THE SUBJECT

The aim of the course is to familiarize students with the basic knowledge of popular art by analyzing a work of art in the context of contemporary philosophical thought; drawing the student's attention to the role of the artist, work and recipient in communing with popular art. The student's interest in the interpretation of reality, its contexts resulting from the changing sociopolitical conditions and their impact on art

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- has knowledge of the theory of photography and is able to combine it with knowledge of the history of photography and art and graphic design

In terms of abilities

- can write an analysis of selected photography and art graphics and design and a review of a current event in the field of photography or graphic design exhibition

In terms of social competencies

- Is open to the world of aesthetic and artistic values -. consciously analyzes, interprets, criticizes photography and graphics (artistic and design) and is open to criticism of works of his own authorship

PROGRAM CONTENT

- The subject of theory and history of photography and graphic arts in the aspect of art history and anthropology
- Types of definitions of photography and graphic techniques
- Photographic document. The role of photography in the press of the 19th and 20th centuries
- Photographic form - transformations of the concept.
- Theories of photography: V. Flusser, R. Barthes, A. Sekula, S. Sontag
- Aesthetics and anti-aesthetics of photography in the 20th century. Modernism, avant-garde and Postmodernism
- German and Italian graphics of the 15th century
- Graphic arts of the Baroque period
- The birth of the modern poster
- Functional printing in Europe in Poland
- Polish poster art 1945-2000. Henryk Tomaszewski
- Modern graphic art of Lodz from W. Strzeminski to St. Fijałkowski

TEACHING METHODS

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, work in groups, individual work):

Full-time studies / part-time studies:

- review of a current photographic event
- didactic discussion
- lecture

INDIVIDUAL STUDENTS WORK

(elective: Familiarization with subject literature and/or

Additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation for credit and/or examination.

- Familiarization with the subject literature
- Preparation of written credit work

ZDW: ART ANALYSIS/ HISTORY AND THEORY OF PHOTOGRAPHY

2 ECTS

OBJECTIVES OF THE SUBJECT

The aim of the course is to acquaint students with the most important concepts, categories and problems present in the aesthetic reflection / theory of art; expanding competences in the field of independent analysis of a work of art (analysis of the content, form and expression of a selected work of art). In class, basic questions are asked: What is art? What is beauty? Should a work of art display what is formal or express certain emotions and attitudes? Does art have to embody such values as beauty, sublime, and tragedy? How do the functions of a work of art, the context of its creation and the artist's intentions relate to each other?

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- has an in-depth knowledge of the theory of photography and is able to combine it with knowledge from the history of photography and art

In terms of abilities

- can distinguish between the form and content of a photograph and analyze it In terms of art criticism

In terms of social competencies

- Is open to the world of aesthetic and artistic values -. consciously analyzes, interprets, criticizes photography and is open to criticism of works of his own authorship

PROGRAM CONTENT

- The subject of art theory and history
- Types of art disciplines and techniques
- Analysis of the development of painting
- Analysis of the development of graphic techniques and drawing
- Development of styles in architecture
- Theories of the end of art
- Aesthetics, anti-aesthetics and post-aesthetics

TEACHING METHODS

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, work in groups, individual work):

Full-time studies / part-time studies:

- individual case analysis
- didactic discussion
- workshop method
- project

INDIVIDUAL STUDENT WORK

(elective: Familiarization with the subject literature and/or Additional materials; Preparation of course work; Preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which ones:

- Getting acquainted with the subject literature
- Preparation for credit and exam

HISTORY OF ART III

2 ECTS

OBJECTIVES OF THE SUBJECT

The aim of the course is presentation of artistic trends and styles after the fall of the Roman Empire to the 19th century and acquainting students with changes in the field of 20th-century art, including modernism, anti-art and classical avant-garde. The student is able to distinguish between the specificity of such directions as, for example, expressionism, cubism, surrealism, be able to deal effectively with something suggested by the style. Classes focus not only on the history of painting, but also on the history of photography and experimental film. The aim of presenting the history of art in the problematic history of modernist thought as opposed to traditional art and tradition.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has a structured knowledge of the theory and practice of graphic art, design and contemporary media, is familiar with the relevant terminology and methodology

In terms of abilities

- Orients works of art from different eras, identifies common features and differences

In terms of social competencies

- Understands the need for lifelong learning; independently supplements and extends knowledge in the field of modern processes and technologies, is able to inspire and organize the learning process of others

PROGRAM CONTENT

- Historical styles from the 5th century BC to the 19th century
- Modernist art in the 19th century
- Art of the classical avant-garde (1905-1930)
- Anti-art in the 20th century, Dadaism and Surrealism
- Varieties of abstract art in the interwar period
- Defining artistic modernism

TEACHING METHODS

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, work in groups, individual work):

Full-time studies / part-time studies:

- lecture
- discussion

INDIVIDUAL STUDENTS WORK

(elective: Familiarization with the subject literature and/or Additional materials; Preparation of course work; Preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which ones):

- familiarization with the subject literature
- preparation for the credit and exam

GRAPHIC AND 3D ANIMATION I

3 ECTS

OBJECTIVES OF THE SUBJECT

The aim of the course is to prepare the students to use in the field of computer workshop, graphic programs for editing extensive multimedia three-dimensional space;

learning how to create three-dimensional elements, basic space modeling techniques, digital lighting and texturing of objects, use of scanline rendering.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has a mastery of 3D graphics. When it comes to tools for 3D space modeling, he sees the need to be familiar with the latest software in this area. He is aware of the possibilities and limitations of technology and implementation resulting from the computational capabilities of modern hardware

In terms of abilities

- Applies tools for 3D modeling, rendering and creating light in a scene. He is able to independently search for new technological solutions in the field of 3D modeling

In terms of social competencies

- sees the need to constantly improve its own professional qualifications in the creation of three-dimensional space

PROGRAM CONTENT

- Definition and properties of 3D space
- 3D modeling tools
- Basics of texturing objects
- Creation of light in 3D space
- Rendering methods

TEACHING METHODS

(To choose: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar, brainstorming, drama techniques, problem solving, situation simulation, work in groups, individual work):

Full-time studies / part-time studies:

- lecture
- project method
- individual revision of independently realized semester projects

INDIVIDUAL STUDENTS WORK

(elective: Familiarization with the subject literature and/or Additional materials; Preparation of course work; Preparation, implementation and evaluation of projects; Preparation for credit and/or examination; Other forms of own work in the course, which ones):

- familiarization with the subject literature
 - preparation for the credit and exam
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