



Akademia
Humanistyczno
Ekonomiczna
w Łodzi



Erasmus+

ERASMUS+ INCOMING STUDENTS
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH
GRAPHICS
SPRING SEMESTER 2023/2024

GRAPHICS
BACHELOR

1st year, 2nd semester

HISTORY OF ART II – lecture

OBJECTIVES OF THE SUBJECT

The purpose of the course is to introduce the most important artistic trends and styles after the fall of the Roman Empire to the 19th century. To familiarize students with the transformations of 20th-century art, including modernism, anti-art and the classical avant-garde. The student should be able to distinguish the specifics of such trends as Expressionism, Cubism, Surrealism, for example. He should be able to define what a certain artistic style consists in. The class deals not only with the history of painting, but also with the history of photography and experimental film. The goal will be to present the history of art in a problematic corresponding to modernist and avant-garde thought, in opposition to traditional and academic art.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has a structured knowledge of the theory and practice of graphic arts , design and contemporary media, the student is familiar with art, design and contemporary media
- Has interdisciplinary knowledge of the entire history of art and aesthetics and is able to interpret the styles in the historical eras

- Has knowledge of philosophy and is familiar with the views of the most important thinkers
- Has the knowledge to reach the necessary information, their iconographic analysis and general interpretation

In terms of abilities

- Recognizes artists and their works in a specific era
- Compares works of art from different eras, identifies common features and differences
- Analyzes and interprets historical and contemporary works of art

In terms of social competencies:

- Understands the importance of a lifelong learning;
- Self-complete and increase knowledge 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 subject literature and/or additional materials; Preparation of coursework; 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

OBJECTIVES OF THE SUBJECT:

The purpose of the course is to learn about intellectual property and its protection in Poland and around the world. Student in the process of learning will recognize and understand the concepts of intellectual property, including copyright. Will understand the differences between intellectual property protection and fair competition, innovation and economic growth. The personal rights of creators to protected works, the concepts and basic catalog of property rights and fields of exploitation of the work will be discussed. License. Students will become familiar with the concept and principles of permitted private and public use from a work, the rights of libraries and schools, or quotation. Civil and criminal liability for infringement of intellectual property rights will be discussed.

PROGRAM CONTENT:

- Development of the protection of immaterial assets in historical perspective.
- International and national aspect of intellectual property protection.
- Genesis and place of modern copyright and related rights.
- The relationship of intellectual property protection to competition policy, combating unemployment, innovation and economic growth.
- Basic definition of subject and subjects of copyright law
- Personal rights of creators to protected works.
- Concept and basic catalog of property rights and fields of exploitation of the of the work. Selected matters concerning licensing.
- Forms of infringement of author's personal and property rights - the concept of plagiarism, piracy, database. The role of collective management organizations Copyright.
- The concept and principles of permitted private and public use from a work.
- Rights of libraries and schools. The law of citation.
- Special protection of computer programs, image and correspondence.
- Protection of inventions, trademarks and industrial designs. Community trademark.
- Civil and criminal principles of liability for infringement of intellectual property rights intellectual property.

TEACHING METHODS:

(To choose from: lecture, conversational lecture, classical problem method, didactic discussion, individual case analysis, project method, workshop method, seminar,

brainstorming, drama techniques, problem solving, situation simulation, solving tasks
problem tasks, group work, individual work):

Full-time studies / part-time studies:

- conversation lecture
- case study

INDIVIDUAL STUDENT WORK

(elective: Familiarization with the subject literature and/or supporting materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation for a graduation and/or an exam; Other forms of individual work within the course, which?

Other forms of own work within the subject, which ones):

- Getting acquainted with the subject literature and additional materials,
- Preparation for credit (colloquium)

FOREIGN LANGUAGE COURSE - ENGLISH LANGUAGE- Exercises

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OBJECTIVES OF THE SUBJECT

The purpose of the course is to achieve students' language proficiency at the B2 level according to CEFR: Knowledge of English at the B-2 level, according to the Common European Framework of Reference for Languages. A speaker of the language at this level understands the meaning of the main themes of the messages contained in complex texts on concrete and abstract topics, including understanding the discussion of on technical topics in the field of specialization. The student is able to communicate fluently and spontaneously enough to carry on a normal conversation with a native speaker of a given language without causing tension in either party. Can formulate clear oral and written statements on a wide range of topics, as well as explain one's position on issues under discussion, weighing the benefits and downsides of various solutions

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of abilities:

- Students will be able to communicate in the language of their specialization at the level of B2 according to the Common European Framework of Reference for Languages (CEFR)

In terms of social competencies:

- The student is able to work in a group, taking different roles in it

PROGRAM CONTENT

Semester II	Semester IV
Air travel, narrative tenses: Past Simple, Past Continuous, Past Perfect, the construction "such a/an" - Adverbs, writing short stories - Ecology, Future Perfect and Future Perfect Continuous tenses, weather, climate change - Taking risks, conditional sentences - type 0 and 1, temporal sentences, phrases with "take" - Feelings, sentences in the second conditional period, article - writing - Construction with "wish", adjectives ending in "-ed" and "ing" - Reading and analysis of texts related to the specialty studied - ELS conversation questions	- Passive side - Dependent speech. - Vocabulary related to business and advertising - Countable and uncountable nouns. - Quantitative expressions, phrases all, every, both, etc. - Prepositions, vocabulary related to science. - ELS conversation questions

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, solving tasks problem tasks, group work, individual work):

Full-time studies / part-time studies:

- Exercises to develop writing, reading, listening and speaking skills in terms of the implemented topics
- Exercises expanding vocabulary in the scope of the topics being pursued
- role-playing
- text analysis
- didactic discussion
- brainstorming
- workshop method

INDIVIDUAL STUDENT WORK

(elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the scope of the subject, which?):

- Preparation of homework, exercises
- Preparing for credits, exams
- Performing interactive exercises from the CD and from the website

ZDW: PAINTING AND DRAWING II / DIGITAL PAINTING II / BASICS OF PROGRAMMING II- Exercices

OBJECTIVES OF THE SUBJECT

The purpose of the course is to learn about the fundamentals of painting necessary for future graphic designers. The aim of the class is to introduce students to issues of form such as framing and composition, value and chiaroscuro, color and spatial relationships. Students will be introduced to historical experiences in this field.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- The student knows and understands issues of form such as framing and composition, value and chiaroscuro, color and spatial relations spatial relations and the history of experience in this area.

In terms of abilities

- learning and applying in practice drawing techniques (pencil, charcoal, pastel) and painting (watercolor, paintacrylic). The ability to combine different techniques and technologies in one visual work
- The ability to realize painting works using various means of expression. Development of manual skills in expressing the proportions of the human body, issues of chiaroscuro, color relationships, painting gesture, principles of perspective and different types of composition. Creative practice with themes: still life, landscape, portrait, human figure, abstraction.

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In terms of social competencies

- The ability to independently define artistic problems and to present them through selected means of expression.
- Gaining basic knowledge of how to present and promoting one's own work, searching for individual style.

PROGRAM CONTENT

- Conscious use the means of expression, at the basis of which is spontaneous reaction, expression, controlled case.
- Approach to students' explorations within painting activities and drawing in relation to the educational program in the field of graphic design.

- Referring to personal experiences of fascination and imagination in the formation of painting and drawing - experimentation within techniques and technologies. The program is focused on the independence and individuality of the student.
- The ability to refer to the solutions in contemporary art.
- Shaping of spatial relations.

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, group work, individual work):

Full-time studies / part-time studies

- project method
- workshop method
- individual work
- group work
- lecture
- individual case analysis

INDIVIDUAL STUDENT WORK

(elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- Getting acquainted with the subject literature and/or additional materials;
- Preparation of credit works

STORYBOARD & CONCEPT ART II / DIGITAL PAINTING II- Exercises

OBJECTIVES OF THE SUBJECT

The purpose of the course is to learn about theoretical and practical preparation of the student to present story content by means of sequences of images in the form of a storyboard/comic book in a clear and attractive format. The aim of the class is to prepare the student theoretically and practically to carry out independent tasks in the field of storyboarding and concept art, taking into account basic knowledge of classical drawing and painting. Class - Concept art focuses on familiarizing the student with the basic issues of character and environment design for the production of computer games and film. Storyboard classes are designed to familiarize the student with basic knowledge of film staging, editing and the role of the camera in film and cinematics production.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- The student has knowledge of convergent perspective and how to represent it.
- He knows and understands concepts such as the line horizon, point of convergence
- Is aware of how different types of representation of static images and their sequences affect the impression of of time passing and the atmosphere of a scene.

In terms of abilities

- Applies the tools and functions of Photoshop to achieve convincing illusion of depth in a 2D image.
- Uses convergent perspective with one and two points
- Composes sequences of images that present a comprehensible, coherent and attractive plot line

In terms of social competencies

- Independently expands his knowledge and skills by interacting with works of art, as well as searching for inspiration in fields not directly related to design.
- Engages in dialogue with other students and benefits from their observations and experiences.

PROGRAM CONTENT

- A converging perspective with one, two and three points of contact.
- Techniques for building the illusion of space in the visual arts.
- Landscape and veduta studies
- Building the impression of continuousness between static images arranged in a sequence. Changing the impression of the passage of time and mood.

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, group work, individual work):

Full-time studies / part-time studies

- discussion
- workshop method
- brainstorming

- preparation of credit works
- implementation of projects

INDIVIDUAL STUDENT WORK

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

- Preparation of credit works
- Implementation of projects

BASICS OF GRAPHIC DESIGN II- project

OBJECTIVES OF THE SUBJECT

During the course, the student will learn the basic terms, terms and concepts in the field of plastic activities and graphic design. He will work on his visual sensitivity and the development of skills of communicating information through plastic, design activities, creating a message carrying form and content, maintaining the legibility of the visual message carried by graphic design.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of art history and philosophy
- Is aware of the theories and practice of printmaking
- Is familiar with techniques in printmaking

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In terms of abilities

- Applies the tools and techniques of the classical workshop makes the required edition of graphic prints in the selected technique
- Prepare a presentation and discusses technological assumptions own graphic works

In terms of social competencies

- Is able to effectively use intuition, imagination, individual creative potential, and acquired knowledge and experience in solving problems creative and in professional activities
- makes self-evaluation, gives constructive criticism the actions of others

PROGRAM CONTENT

- Modernity versus technology development of graphic techniques
- Intentional conversion of the design with the help of a graphics program
- Photography, collage, monotype as elements of graphic design
- Linocut - experimental use of tools to cut a drawing in the matrix
- Printing an edition from traditional moulds
- Preparation of an exhibition of graphic works

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

- workshop method
- project
- didactic discussion

Part-time studies supported by e-learning

- project
- didactic discussion

INDIVIDUAL STUDENT 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; Other forms of own work in the course, which ones):

- Getting acquainted with the subject literature and/or additional materials
- Preparation, implementation and evaluation of projects

VISUAL STRUCTURES II-Project

OBJECTIVES OF THE SUBJECT

The class will allow students to acquire the ability to practically address some of the basic concepts and problems of the construction of a visual work. Students will learn how to independently discover and pose visual problems, formulate them, conduct visual analysis and synthesis ending with a conclusion that gives a starting point for further exploration and solutions.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- The student knows some of the concepts of composition and issues related to the construction of a piece of work visual. He is aware that the knowledge he acquires is interdisciplinary
- Has a greater awareness than in the first semester of the influence of technology on the form of visual statements. He is aware of the possibilities and limitations of technology and realization in the basic aspects.
- Has an increased knowledge of fine arts and design (both in terms of theory and practice) and translates it into useful for own purposes.

In terms of abilities

- Student has mastered basic workshop skills
- independently decides on the tool used in the visual creation
- Has the ability to present his work

In terms of social competencies

- Sees the need to improve its own skills in visual structures
- Can analyze and interpret source materials, and present their own projects
- Criticizes and is open to criticism of works of his own authorship. communicate with the environment. He communicates with the environment and is open to cooperation.

PROGRAM CONTENT

- Feeling the dynamism in the arrangement of the elements of the composition
- Relativity in the feeling of compositional arrangements within a single visual piece
- Feeling the balance of elements in the structure of the construction
- feeling the contrast and arrangements of elements

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

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

INDIVIDUAL STUDENT 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; Other forms of own work in the course, which ones):

- Preparation of credit works
 - Preparation, implementation and evaluation of projects
 - preparation for the exam
 - familiarization with the subject literature and/or additional materials
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PHOTOGRAPHY II- Exercices

OBJECTIVES OF THE SUBJECT

During the course, students will acquire the skills to consciously organize the shooting plan and control the selection of consistent with the program assumptions of the technical parameters of image recording both in traditional cameras with silver media and on digital media. Students will use computer programs (such as Photoshop and related).

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- The student uses theoretical knowledge of art history and photography.
- Implements a structured knowledge of photographic theory and art history, philosophy and aesthetics to analyze the content of a photographic images as well as planning a photo shoot.
- Creates a photographic image on the basis of interdisciplinary knowledge
- uses the possessed theoretical and technical knowledge of the field of photography and correlates it with theoretical and technical knowledge from other fields to create his own photographic work

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In terms of abilities

- The student is able to use the camera sets as well as lighting equipment needed for a photo shoot and takes the photo in the correct exposition
- Takes pictures based on the skills learned during other disciplines.
- Makes own set of photographs based on skills independent thinking using skills from other fields of art

In terms of social competencies

- Cooperates in a team and expresses his opinions in a constructive manner

- Students prepare and present their own projects and achievements art in a direct way as well as on the Internet

PROGRAM CONTENT

- Historical photography versus contemporary photography
- The most important artists of Polish photography
- Technical considerations for taking pictures in different lighting conditions
- Building composition based on the subject of the project
- Working with a camera. Practice the skills of correct framing
- Working in the dark-room.
- The use of the photographic image in graphics, animation, painting, performing arts, etc. Expression of thought philosophical, self-expression based on the main artists using photography.
- The search for a theme and authorial form of photographic expression with particular attention to the technical aspects of image construction, stylistics and graphic processing.

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:

- conversation lecture
- project
- exercises

INDIVIDUAL STUDENT WORK

(Elective: Familiarization with course literature and/or additional materials; Preparation of coursework; 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
- Getting acquainted with the optional literature
- preparation, implementation and evaluation of projects

GRAPHICS AND 3D ANIMATION II- Project

OBJECTIV OF THE COURSE

The purpose of the course is to prepare the student to use in the field of computer workshop, graphic programs for editing an extended multimedia three-dimensional space. Students will learn advanced environmental modeling techniques for architectural visualization.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- When it comes to tools for 3D space modeling, Student sees the need to be familiar with the latest software in this area. He is aware of the possibilities and limitations of technology.

In terms of abilities

- The student independently selects methods of spatial modeling objects and realizes his own artistic concepts in the field of photorealistic visualization
- Applies advanced 3D modeling, rendering and light creation in a scene for photorealistic visualization of space. The student is able to independently search for new technological solutions in the field of modeling 3D
- Has mastered photorealistic visualization techniques to enable continuous development. Can independently find the necessary tools and information.

In terms of social competencies

- Sees the need to constantly improve his own professional skills in the creation of three-dimensional space and consciously defines priorities. He is able to make an analysis of the project.

PROGRAM CONTENT

- Definition of photorealistic and architectural visualization
- Advanced 3D architectural modeling tools
- Advanced texturing of objects
- Light creation in 3D space - photometric lighting
- Advanced photorealistic rendering

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 correction of independently implemented semester projects

INDIVIDUAL STUDENT WORK

(Elective: Familiarization with course literature and/or additional materials; Preparation of coursework; 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 and additional materials
- preparation of credit works
- Preparation, implementation and evaluation of projects

IT WORKSHOP II- Project

Specialization: GAME ART 3D GRAPHICS

OBJECTIVES OF THE SUBJECTS

Acquiring the ability to develop a graphic design in a vector graphics program, improving the theoretical knowledge related to computer graphics (including color models, vector graphics and file formats, graphic files, compression methods and others), gaining the ability to prepare long documents and projects for use in various media, and increasing the knowledge of theoretical and practical aspects of computer vector graphics programs.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Knows terms related to the construction of the book, has knowledge of their bookbinding structure. knows the functions of graphic design programs Adobe package (Illustrator, Indesign, Photoshop, Animate, After Effects).
- Distinguishes between CMYK, RGB, Pantone color profiles, has a basic knowledge of design notation for various media and printing.
- Has knowledge of methods, techniques, tools, materials, and issues related to with technologies used in graphic design, is aware of technological developments related to field of study and specialty.
- Has the knowledge to reach the necessary information, analyze it and interpret it.

In terms of abilities

- Prepares exemplary pages in Adobe Indesign with the using a grid, creates or edits and changes the resulting vector graphics. Student is able to create an elaborate, multi-layered illustration/collage in Photoshop
- Works with text in InDesign and Illustrator, uses various programs for developing graphic design (transfers the file between programs), prepares a document for publication in diverse media.

- Knows how to prepare a document for print and for viewing on the screen (internet, social media)

PROGRAM CONTENT

- Grid creation
- Working with text, breaking typographic composition, conversion to curves and restoration of illustrations in curves, working with external links (photos). Importing text
- Working with color / pantone libraries, color modes and profiles, etc. working with optimizing files for programming needs
- Working on layers
- Preparation for publication and export (resolutions, color modes etc. for specific media) Transferring the project between programs as well as to another platform. Working with SVG files, basic CSS issues
- Document package (package with links, fonts). Book bindery and preparation of the document for printing. Preparation of files and descriptions for animation / programming.

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, group work, individual work):

Full-time studies / part-time studies:

- project method
- individual case analysis
- didactic discussion

INDIVIDUAL STUDENT WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- Getting acquainted with the subject literature and/or additional materials
- Preparation of credit works
- Preparation, implementation and evaluation of projects
- presentation of projects

ZDW: DIGITAL PAINTINGS IV – project

OBJECTIVES OF THE SUBJECT

The aim of the course is to prepare the student theoretically and practically to carry out independent tasks in the field of digital graphics, taking into account the basic knowledge of classical drawing and painting. The course program focuses on teaching the student digital image processing techniques with particular emphasis on illustration.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of traditional and digital painting techniques (impasto, glaze, pointillism, etc.) and different styles of painting.
- Has knowledge of rendering and application of digital effects (like filters)
- Understands the issue of visual coding of the message, conscious use of color symbolism, color tensions, means of expression

In terms of abilities

- Fluently applies a wide variety of tools in the chosen program
- Can paint from his imagination a picture on any of the subjects: figure study, portrait, still life, landscape.

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In terms of social competencies

- Is committed to creating own style and visual language
- Understands the need for a good portfolio as a tool to find a job
- Is aware that continuous development and constant exploration of one's own sensitivity and skills are not only a prerequisite for personal development, but also a factor that increases chances of finding a job

PROGRAM CONTENT

- Advanced techniques for realizing digital images in Adobe Photoshop using textures and filters.
- Realization of the practical exercises that develop artistic awareness
- Remix. Combining techniques and media. Digital graphics as an extension of digital painting

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, group work, individual work):

Full-time studies / part-time studies

- discussion
- workshop method
- brainstorming
- preparation of credit works
- project method

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation Preparation for the credit and/or examination; Other forms of own work in the course, which?):

- Preparation of credit works
- Preparation, implementation and evaluation of projects

TYPOGRAPHY II – project**OBJECTIVES OF THE SUBJECT**

The purpose of the class is to prepare the student for exercises in graphic and typographic design. Students will learn about the use of typography in the design of visual communication, publishing design software. The aim of the course is to acquire the ability to develop a graphic design in Id and vector publishing graphics software, to deepen theoretical knowledge related to computer graphics (including color models, vector graphics, graphic file formats, compression methods and others), to acquire the ability to prepare long documents and prepare the design for use in various media, and to deepen the ability to work in vector graphics programs.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

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In terms of knowledge

- Knows terms related to the construction of the book,
- Has basic knowledge relating to design notation for various media and printing
- Knows the functions of graphic programs of the Adobe package (Illustrator, Indesign) to an advanced degree, distinguishes between profiles CMYK, RGB, Pantone color profiles.
- Has knowledge of related disciplines allowing to complete the tasks

In terms of abilities

- Uses modern technology (processing electronic and preparation o audiovisual material for multimedia projects, through the design of information architecture, 2D, 3D graphics and animation)

- Freely uses both traditional and contemporary forms of artistic expression

In terms of social competencies

- Is prepared to use effectively: imagination, intuition, emotionality, ability to think creatively, thinking and creative work in the course of solving problems, flexible thinking, adapting to new and changing circumstances
- Understands the need for lifelong learning; independently complements and expands knowledge in the field of modern processes and technologies, can inspire and organize the learning process of others.

PROGRAM CONTENT

- Design assumptions and structure of the book.
- Functionality and navigation in encyclopedic publications.
- Analysis of visual impact and perception. The reading process.
- Designing structures of multi-page publications.
- Graphical decisions in the design of continuous texts: initial, incipit, interline, paragraph, title, mid-title, pagination, word splitting kerning and trucking

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
- workshop method
- individual case analysis

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; Other forms of own work in the course, which ones):

- Getting acquainted with the subject literature and/or additional materials
 - Preparation of credit works
 - Preparation, implementation and evaluation of projects
 - presentation of projects
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MULTIMEDIA & DIGITAL TECHNICS II – tutorials

OBJECTIVES OF THE SUBJECT

The purpose of the class is to develop the knowledge area of After Effects, to introduce the basic knowledge of Adobe Premiere and the basic knowledge of film editing based on Adobe Premiere.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Developing knowledge of the After Effects program, cooperation with Adobe Photoshop
- Presentation of tools in Adobe Premiere
- Familiarity with film editing

In terms of abilities

- The student is skilled in the use of tools in the programs: After Effects and Adobe Premiere
- Consciously chooses appropriate artistic resources and effects to the realized project

In terms of social competencies

- Independently makes artistic decisions in the field of artistic activity - graphic design, demonstrates invention and high creativity

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PROGRAM CONTENT

- Character animation in After Effects, importing files from Adobe Photoshop
- Working with keyframes in Adobe Premiere
- Visual and sound effects in Adobe Premiere
- Text tools in Adobe Premiere

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, group work, individual work):

Full-time studies / part-time studies

- project
- individual work
- brainstorming

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature
 - preparation of a written paper for credit
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VISUAL STRUCTURES IV – project

OBJECTIVES OF THE SUBJECT

The aim of the course is to teach students to practically relate to some of the basic concepts and problems concerning the construction of a visual work. Students will learn to independently discover and pose visual problems, formulate them, carry out visual analysis and synthesis ending with a conclusion that gives a starting point for further exploration and solutions.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Knows most of the concepts of composition and issues related to the construction of the work visual. He is aware that this is part of the interdisciplinarity knowledge
- Has a deepened awareness of the influence of technique and technology on the form of visual statements
- Has a basic knowledge of fine arts and design. He is able to use this knowledge and enlarge this field with the history of art, aesthetics and philosophy

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In terms of abilities

- Consciously concretizes the visual form. Poses problems that relate to data issues as well as going beyond them
- He is the executor of his works. He exercises authorial supervision over realization of works in the event that they significantly exceed technically and technologically beyond the capabilities of the workshop university and at home
- Has the ability to present his work
- Has mastered basic workshop skills

In terms of social competencies

- Sees the need to improve own skills in visual structures

- Can analyze and interpret source materials, and present their own projects.
- Criticizes and is open to criticism of works of his own authorship
- Communicates with the environment, is open to cooperation.

PROGRAM CONTENT

- Texture versus spatial structure
- Spatial structure and solid in space
- Divisions and delineation of space under different assumptions.
- Divisions of a solid and creation of structures from elements resulting from these divisions under different assumptions
- Create multiplications in space under various assumptions

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:

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

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; Other forms of own work in the course which ones):

- Preparation of credit works
- Preparation, implementation and evaluation of projects
- preparation for the exam
- familiarization with the subject literature and/or additional materials

PHOTOGRAPHY IV – project

OBJECTIVES OF THE SUBJECT

During the course, students will acquire the skills to consciously organize the shooting plan and control the selection of consistent with the program assumptions of the technical parameters of image recording both in traditional cameras with silver media and on digital media. Students will use computer programs (such as Photoshop and related).

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Uses theoretical knowledge of art history and photography
- Implements a structured knowledge of the theory of photography and the history of art, philosophy and aesthetics to analyze the content of an image photographic images
- Creates a photographic image on the basis of interdisciplinary knowledge

In terms of abilities

- Operates the camera and the equipment required to create author's photography
- Sets the parameters of the camera as well as lighting equipment in harmony with the needs of the photo shoot and takes the picture in the correct exposure.

In terms of social competencies

- Cooperates with the team and expresses his opinions constructively.
- Prepares and presents his own projects and achievements art in a direct manner as well as in the Internet

PROGRAM CONTENT

- Contemporary trends in world photography.
- The most interesting exhibitions and Polish photographers.
- Construction of photographic composition in different lighting conditions.
- Practice of solving technical problems.
- Using programs from the Adobe group and others to processing the photographic image for graphic purposes.
- Preparation of the author's presentation of photographic works supported by literature of the subject with theoretical explication.

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, group work, individual work):

Full-time studies / part-time studies

- conversation lecture
- project method
- exercises

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which ones?):

- Getting acquainted with the subject literature.
- Familiarization with optional literature.
- preparation, implementation and evaluation of projects

IT WORKSHOP IV- Exercices

OBJECTIVES OF THE SUBJECT

The purpose of the course is to familiarize students with the process of designing graphical interfaces in games, creating GUIs for their own game, drawing inspiration from well-known and niche games, forming an attitude open to personal development, cooperation and self-education.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has mastered the skills of a 3D graphic designer at an advanced. When it comes to tools for modeling 3D space, he sees the need for familiarity with the latest software in this area.
- He is aware of the possibilities and technological implementation limitations resulting from calculation capabilities of modern hardware

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In terms of abilities

- Independently selects methods of spatial modeling objects and realizes his own artistic concepts in the field of photo realistic visualization
- Applies advanced 3D modeling, rendering tools and creating light in a scene for photo realistic visualization of space.
- Able to independently search for new technological solutions in the field of 3D modeling.
- Has mastered photo realistic visualization techniques allowing for continuous development.

In terms of social competencies

- Sees the need to constantly improve its own professional qualifications in the field of creating three-dimensional space and consciously determines priorities.
- Can Analyze a project and evaluate it.

PROGRAM CONTENT

- Definition and overview of special effects in 3D animation.
- Advanced animation tools in the 3DS Max application.
- Advanced texturing of objects - texture animation.
- Special effects in lighting systems.
- Physical simulation systems in 3DS Max software.

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
- individual correction of independently implemented semester projects

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; Other forms of own work in the course, which ones)

- Getting acquainted with the subject literature and additional materials
- Preparation of credit works
- Preparation, implementation and evaluation of projects

CONSTRUCTIVE PROBLEM SOLVING- Workshops

OBJECTIVES OF THE SUBJECT

Students during the course will have the opportunity to learn about the nature of conflict in a group. They will improve the skills of recognizing a conflict situation, showing the influence of the group on the process of conflict formation and resolution. The subject will help them hone their skills to stop the process of conflict escalation at the earliest possible stage of its development, or to help resolve the conflict at any stage.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of abilities

- Makes observations and analyzes conflicts occurring in the group
- Recognizes own emotions and needs in a conflict situation
- Applies the principles and techniques of conflict resolution in a group.

In terms of social competencies

- Demonstrates responsibility for the process in the group.
- Takes care of constructive conflict resolution

PROGRAM CONTENT

- Definition of conflict and types of conflict.
- Phases of group conflict
- The role of emotions in group conflict.
- Group process and the conflict situation
- Styles of conflict resolution
- Constructive ways of resolving conflict in a group

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, solving tasks problem tasks, group work, individual work):

Full-time studies / part-time studies

- didactic discussion
- brainstorming
- drama techniques
- workshop method

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which ones?):

- Familiarization with the subject literature.

LEVEL DESIGN II- tutorials 2ECTS SPECIALIZATION 3D GAME ART

OBJECTIVES OF THE SUBJECT

The objective of this course is to create a 2D Action Adventure game.
Learning about the game engine (UE4) as a tool for creating levels.
Learning about the process of game level design GDD iteration of your own 2D game. Iteration of the concept and storyline of a 2D game. Developing a game, drawing inspiration from well-known and niche 2D games. Developing an attitude open to personal development, cooperation and self-education.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of level design of computer games, console and mobile games
- Is familiar with the range of game engines and their impact on level design

In terms of abilities

- Can build a game level in Unreal Engine 4 (whitebox)

In terms of social competencies

- Is able to use his intuition in an effective way, imagination, individual creative potential, and acquired knowledge and experience in solving problems and in professional activities

PROGRAM CONTENT

- Discuss the advanced capabilities of the UE5 engine and its role in the 2D game level design process
- Creating game levels
- Development of a complete 2D game
- Design iterations
- Iterations of the game level based on consultation

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:

- project
- individual corrections
- individual work
- exercises

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation for a credit and/or exam; Other forms of own work within the subject, which?):

- Preparation, implementation and evaluation of projects
- Preparation of credit works

OBJECTIVES OF THE SUBJECT

The aim of the course is to learn the process of designing graphical interfaces in games.

Creating a GUI for your own game.

Drawing inspiration from well-known and niche games.

Forming an attitude open to personal development, cooperation and self-education.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of graphic design (GUI) in games computer, console and mobile

In terms of abilities

- Is able to prepare elements of graphic interface user in Adobe Photoshop program
- Is able to design and make the Main Menu of the game

In terms of social competencies

- Is able to use his intuition in an effective way, imagination, individual creative potential, and acquired knowledge and experience in solving problems and in professional activities

PROGRAM CONTENT

- Main menu design
- HUD (Hheads-up Display) design
- Multiplayer interface design
- Review of popular and niche games with good interfaces graphical interfaces
- Analysis of graphic interface elements of these games and their implementation in the game
- Designing the Logo of the game and the Icon of the game
- Consultation (Logo and Icon)

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, group work, individual work):

Full-time studies / part-time studies:

- exercises
- individual corrections
- individual work
- project

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation
Preparing for a credit and/or exam; Other forms of own work within the scope of the subject, which?):

- Preparation, implementation and evaluation of projects
 - Preparation of credit works
-

GAME DESIGN II- Tutorials 2ECTS Specialization 3D GAME ART

OBJECTIVES OF THE SUBJECT

The aim of the course is to learning about the game design process. Creating design documents: OnePager and Game Design Document. Drawing inspiration from well-known and niche games. Forming an attitude open to personal development, cooperation and self-education

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of computer game design, console and mobile games and can independently analyze the game and the content of the game

In terms of abilities

- Is able to prepare design documents (One Pager, Game Pitch and Game Design Document), is able to research market trends and transform their ideas into a game

In terms of social competencies

- Is able to use the intuition in an effective way, imagination, individual creative potential, and acquired knowledge and experience in solving problems and in professional activities

PROGRAM CONTENT

- Creating a Game Design Doc, which is the most important document
- Game design document.
- Effective prototyping of ideas.
- Creating the first iteration of your own
- Consultation (GDD)

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, group work, individual work):

Full-time studies / part-time studies:

- lecture
- project
- market analysis

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the scope of the subject, which?):

- Preparation, implementation and evaluation of projects
- Preparation of credit works

**AR/VR GRAPHIC PROGRAMMING II- TUTORIALS 2ECTS
SPECIALIZATION: AR I VR**

OBJECTIVES OF THE SUBJECT

The goal of the course Is to learn the specifics of interaction in VR systems.
To get an extended understanding of the specifics of AR applications
Getting to know methods of optimizing 3D models for AR applications
Getting to know technological limitations of AR applications

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of the design and programming of AR projects
- Is familiar with methods of deepening user immersion into the AR

In terms of abilities

- Can make and optimize 3D models for AR applications
- can manage the performance of AR systems

In terms of social competencies

- Actively participate in classes and discussions

PROGRAM CONTENT

- Overview of implementation methods and capabilities of AR projects

- Learning the basic concepts related to XR
- Overview of tricks and special effects used in VR
- Creating simple AR project designs using development environment

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, group work, individual work):

Full-time studies / part-time studies:

- conversation lecture
- project
- individual case analysis

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of credit work; Preparation, implementation and evaluation of projects; Preparation for the credit and/or examination; Other forms of own work within the scope of the subject, which?):

- Preparation, implementation and evaluation of projects
- Preparation for passing

PHOTOGRAMMETRY AND SCANNING- tutorials 2 ECTS

Specialization: AR I VR

OBJECTIVES OF THE SUBJECT

The purpose of the subject is the premise of the subject is to learn about the possibilities of the scanning process as an optical carrier of information graphic information. To learn about the image processing processes of Adobe Photoshop and the use of these applications in graphic activities.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Understands the issues related to the technologies used in graphics taking into account its continuous development.
- Knows the possibility of using the knowledge gained during the studies
- Understands the issues related to digital technology

In terms of abilities

- Is able to use knowledge to carry out specific artistic tasks and make his own graphic design projects.
- Is able to use specialized software and other digital techniques in the realization of his own work artistic works.

In terms of social competencies

- Is ready to communicate effectively using appropriate architectural technologies in an accessible form and in a manner that is clear and understandable to others

PROGRAM CONTENT

- Introduction to photogrammetry and scanning. Discussion of concepts and definitions. Overview of applications of photogrammetry and scanning in various fields. Discussion of available technologies and tools, such as drones, scanners 3D, cameras, etc.
- 3D Scanning. An overview of various 3D scanning techniques such as laser scanning, structured light scanning, photogrammetric scanning and others. Discussion of the advantages and disadvantages of each of these techniques. Practical 3D scanning exercises using various technologies.
- Applications of photogrammetry and 3D scanning/.
- Discuss examples of applications of photogrammetry and 3D scanning in practice. Exercises of designing and creating 3D models for specific applications
- Testing and quality evaluation
- Discuss methods for testing and assessing the quality of 3D models created using photogrammetry and 3D scanning

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, group work, individual work):

Full-time studies / part-time studies:

- conversation lecture
- project

INDIVIDUAL STUDENTS WORK

(elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation for a credit and/or exam; Other forms of own work within the scope of the subject, which?):

- Preparation, implementation and evaluation of projects
- Preparation for passing

DESIGNING A MULTIMEDIA AND INTERACTIVE GRAPHICS II- Exercices 2 ECTS

Specialization: Visual communication and multimedia

OBJECTIVES OF THE SUBJECT

The purpose of the course is to acquire the ability to prepare a paper/document/project adapted for publication on the Internet or on a mobile device, including interaction. To enhance the ability to work in graphics programs from the Adobe suite.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Understands the need to be familiar with the latest software in the field of tools for creating and processing graphic design.

In terms of abilities

- Uses theoretical knowledge to create a graphic design

In terms of social competencies

- reviews draft publications prepared by himself and by colleagues

PROGRAM CONTENT

- Graphic tools, workspace formats
- Tools of the Adobe suite of programs.
- The ability to work on the basis of the GRID grid
- Design of a website, adapted for display on various mobile devices

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:

- workshop method
- project
- individual work

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; Other forms of own work in the course, which ones):

- Getting acquainted with the subject literature and/or additional materials
- Preparation, implementation and evaluation of projects

OBJECTIVES OF THE SUBJECT

The aim of the course is to Educate a designer with the skills of precise thinking, clear formulation of assumptions. Design in a form that is maximally communicative and consistent with technology Design of publishing series, albums Illustration.

This subject serves the purpose of the student's acquisition of practical skills and social competence, and is carried out:

- in conditions appropriate to the given field of professional activity,
- in a way that allows students to perform practical activities,
- by a person with professional experience gained outside the university

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of the history of type, printing, books, technology and printing terminologies.
- Has an expanded knowledge of the function of publishing in the social and cultural aspects. Has extended knowledge concerning the functions of publishing houses in the social and cultural aspect. He knows the different genres literary and their design (fiction, fantasy, science fiction, poetry)
- Knows the structure of a book, its intrologiarion and editing. Trends development in the relevant fields of arts and disciplines artistic disciplines relevant to the field of study.

In terms of abilities

- Prepares an effective visual message for companies,
- Consciously use the appropriate technique and technology in the course of realization of artistic works taking independently decisions on the design and implementation of their own works.
- freely uses both traditional and contemporary methods of artistic expression

In terms of social competencies

- Is prepared to use effectively: imagination, intuition, emotionality, flexible thinking, adapting to new and changing circumstances
- Has the ability of self-assessment, constructive criticism

PROGRAM CONTENT

- Designing a publishing series. Specifics of series publishing genre design: fantasy, harlequins, since fiction
- Typographic design of the layout of the main text of a special character (Album publishing, poetry, children's book)
- Preparation of publishing materials for the printing house

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 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; Other forms of own work in the course, which ones):

- Getting acquainted with the subject literature and/or additional materials
- Preparation of credit works
- Preparation, implementation and evaluation of projects
- presentation of projects

DESIGNING VISUAL IDENTIFICATION SYSTEMS II- Exercices 2 ECTS

OBJECTIVES OF THE SUBJECT

The purpose of the project is to Create graphic designs in response to the client's problem. Creating branding for new or existing companies. Creation of consistent visual identity systems. Observation of the market - design trends, recent implementations, analysis of competitors' works.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of identification graphic design, logos of companies
- Has knowledge in the field of related disciplines allowing to carry out tasks of an interdisciplinary

In terms of abilities

- Prepares effective visual messages for companies
- Freely uses both traditional and contemporary means of artistic expression
- Understands the relationship between the form of a work of art and the message it carries,
- Cares about the relationship between form and function, plastic composition, and creatively search for graphic design solutions.

In terms of social competencies

- Is able to appropriately determine priorities for the implementation of specified by himself or others task
- Establishes relationships with people from the group, cares about his own autonomy in thinking and acting context of their emotional states.

PROGRAM CONTENT

- Designing the company's signature.
- Logotype design method - grid, logo protection field, other elements included in the trademark book
- Revisions and discussions on sketches and preliminary designs
- Revisions and discussions on refining the selected design.
- Printing of the work in the selected printing house - preparation for printing
- Cooperation with the printing house/ checking the quality of printing
- Preparation of an exhibition of graphic works

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:

- project
- didactic discussion
- analysis of an individual case

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 the Credit and/or examination; Other forms of own work within the scope of the subject, which?):

- Getting acquainted with the subject literature and/or additional materials
- Preparation, implementation and evaluation of projects

3rd year, 6th semester

MULTIMEDIA & DIGITAL TECHNICS IV – tutorials

OBJECTIVES OF THE SUBJECT

The aim of the course is to expand knowledge of computer programs, work on the levels of various media, develop knowledge of film editing, animation and special effects.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of special effects

- Possesses knowledge in 2D animation.
- Is familiar with film editing.

In terms of abilities

- Uses tools and effects in graphics programs
- Consciously chooses appropriate artistic means and effects to the project
- Selects sound effects to the film image

In terms of social competencies

- Independently makes artistic decisions in the field of artistic activity demonstrates creative invention

PROGRAM CONTENT

- Realization of a short film trailer - based on existing footage.
- Realization of a short film etude on any topic- paying attention to special effects and editing
- Realization of the soundtrack to the etude realized by the student
- Expanding knowledge of computer animation - (2D animation) - After Effects program

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, solving tasks problem tasks, group work, individual work):

Full-time studies / part-time studies

- project
- brainstorming
- individual work

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which ones?):

- Familiarization with the relevant literature
- Preparation of a project work
- preparation, realization and evaluation of the project

OBJECTIVES OF THE SUBJECT

The purpose of the course is to improve the knowledge and experience of the use of the photographic technique in accordance with the interpretive requirements and to seek their own creative possibilities. During the course, students will have the opportunity to deepen their ability to consciously organize the shooting plan and master the selection of consistent with the assumptions of the settings of the technical parameters of photographic image recording. The didactic process is designed to stimulate imagination, creativity, authorial responsibility, deepen artistic sensitivity and the ability to observe combined with making quick decisions of action. During the course, students will consciously use computer programs (Photoshop and related).

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Uses theoretical knowledge of art history in photography
- introduces a structured knowledge of the theory of photography and the history of art to photographic expression
- Uses for artistic and scientific development the photographic knowledge gained in the process of education

In terms of abilities

- Operates the camera and the equipment required to create the author's photography,
- Sets the parameters of the camera as well as lighting equipment according to the needs of the photo session and takes the photo in the correct exposure

In terms of social competencies

- Cooperates in a team and expresses opinions constructively
- Shares knowledge in an interdisciplinary environment
- Prepares and presents own projects and artistic achievements in a direct manner as well as in the Internet environment

PROGRAM CONTENT

- Master photographer vs. artistic work
- The most interesting exhibitions and Polish photographers in the context of future work photographer and graphic designer
- Construction of photographic composition. Working with the camera improving photography skills: the ability to correctly framing of the assigned subject.
- Correlation of theoretical knowledge with practical.
- Using programs from the Adobe group and others to process the photographic image for graphic purposes
- Photo self-expression, searching for a subject to pursue

- Technical aspects of self expression, image building, styling and graphic processing
- Preparation of an author's set of works supported by the literature of the subject with a theoretical explication.

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

- conversation lecture
- project
- exercises

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of course work; Preparation, realization and evaluation of projects; Preparation for credit and/or examination; Other forms of individual work in the course, which ones):

- Getting acquainted with the subject literature
- Getting acquainted with the optional literature
- Working on the project
- Preparation of the project for a credit

IT WORKSHOP VI

OBJECTIVES OF THE SUBJECT

The purpose of the course is to prepare the student to use graphic programs for editing expanded multimedia three-dimensional space. Animation of characters in 3D Max.

After completing the course, the student will:

- conduct the process of character skinning,
- animates a character using keyframes,
- know how to apply character animation techniques using MOCAP data.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Is at an advanced level of 3D graphics workshop
- In connection with character animation, he sees the need to be familiar with the latest software
- He is aware of the possibilities and limitations of technology in terms of the resulting possibilities of character motion capture

In terms of abilities

- independently selects methods of character animation and realizes own artistic concepts
- Applies techniques of manual character animation as well as sequences of MOCAP
- He is able to independently search for new technological solutions in the field of design and modeling

In terms of social competencies

- Sees the need to constantly improve its own professional qualifications in the creation of four-dimensional space and consciously defines priorities
- Analyzes the work and makes a critical evaluation

PROGRAM CONTENT

- Definition of character animation and its place in the world of film and computer game animation
- Advanced character animation tools
- Animation of characters using MOCAP motion sequences

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, group work, individual work):

Full-time studies / part-time studies

- lecture
- project
- individual correction of independently implemented semester projects

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- Getting acquainted with the subject literature and/or additional materials
- Preparation of credit works
- Preparation, implementation and evaluation of projects

PROJECT OF OWN ENTERPRISE- project

OBJECTIVES OF THE SUBJECT

The purpose of the course is to stimulate an economic attitude in students. To inspire job creation for themselves and others. Developing the ability to independently plan a career path to realize one's own intentions and passions.

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DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of abilities

- Determines its own aims realized during designing one's own enterprise.
- Designs own project
- Critiques own project and the projects of others in the group

In terms of social competencies

- The student is open to change.
- Demonstrates its subjective gain resulting from the implementation of the project.
- Takes responsibility for its own venture.

PROGRAM CONTENT

- Planning own venture
- Schedule of activities
- Characteristics of the entrepreneurial attitude
- Identifying the strengths and weaknesses of the project
- Evaluation of the change

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, problem solving, group work, individual work):

Full-time studies / part-time studies

- didactic discussion
- brainstorming
- project method

INDIVIDUAL STUDENTS WORK

(elective: Familiarization with the subject literature and/or Additional materials; Preparation of coursework; 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, implementation and evaluation of projects

OBJECTIVES OF THE SUBJECT

The aim of the course is to create a 3D Action Adventure game - combining elements (Level I, Level II, Level III, Menu). Learning about the game engine (UE5) as a tool for creating levels. Learning about the process of game level design. GDD iteration of a 3D game, playing with a third person controller. Creating level 2 and 3 of the game (Level II and Level III). Drawing inspiration from well-known and niche 3D games. Developing an attitude open to personal development, cooperation and self-education.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of level design of computer games, console and mobile games.
- Has knowledge of creating interactions in UE5, creating affects, animations and 3D game elements.

In terms of abilities

- Can implement basic level interactions in UE5. Can create 3D game menus and animated elements.

In terms of social competencies

- Is able to use his intuition in an effective way, imagination, individual creative potential, acquired knowledge and experience in solving problems and in professional activities

PROGRAM CONTENT

- Action Adventure 3D game - an iteration of GDD and concept
- Level 1 iterations of the game (Level 1) and Menu based on consultation
- Working with assets, animations in UE5 engine - iteration
- Lighting, post process and vfx in UE5 - iteration
- Creating game levels (level I, level II and level III)
- Development of a complete 3D game (3 levels + Menu)
- Combining the game level from semester one, incorporating it into the game. Iterations of the project

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:

- project
- individual corrections
- individual work
- exercises

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; Other forms of own work in the course, which ones)
- Preparation, implementation and evaluation of projects
- Preparation of credit works

GRAPHIC DESIGN IN GAMES IV- Tutorials 2ECTS

Specialization: 3D game art

OBJECTIVES OF THE SUBJECT

The aim of the course is to learn the process of designing graphical interfaces in games. Creating a GUI for your own game.
Drawing inspiration from well-known and niche games.
Forming an attitude open to personal development, cooperation and self-education.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of graphic design (GUI) in games computer, console and mobile

In terms of abilities

- Is able to prepare elements of graphic interface user in Adobe Photoshop program
- Is able to design and make the Main Menu of the game

In terms of social competencies

- Is able to use his intuition in an effective way, imagination, individual creative potential, and acquired knowledge and experience in solving problems and in professional activities

PROGRAM CONTENT

- Game HUD design
- Testing and optimizing the graphical interface
- Discuss ways in which the graphical interface can be improved based on user feedback
- The course can use various technologies and tools, such as.
- Such as Unity, Unreal Engine, Adobe Photoshop, Adobe Illustrator, Sketch and
- Others, depending on participants' preferences and available resources.

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, group work, individual work):

Full-time studies / part-time studies:

- exercises
- individual corrections
- individual work
- project

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation Preparing for a credit and/or exam; Other forms of own work within the scope of the subject, which?):

- Preparation, implementation and evaluation of projects
- Preparation of credit works

GAME DESIGN IV- Tutorials 2 ECTS
Specialization: 3D game art

OBJECTIVES OF THE SUBJECT

The aim of the course is to learning about the game design process. Creating design documents: OnePager and Game Design Document. Drawing inspiration from well-known and niche games. Forming an attitude open to personal development, cooperation and self-education

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of computer game design, console and mobile games and can independently analyze the game and the content of the game

In terms of abilities

- Is able to prepare design documents (One Pager, Game Pitch and Game Design Document), is able to research market trends and transform their ideas into a game

In terms of social competencies

- Is able to use the intuition in an effective way, imagination, individual creative potential, and acquired knowledge and experience in solving problems and in professional activities

PROGRAM CONTENT

- Maintaining consistency, testing and quality control in computer games
- Computer games - their role on the final product
- Iterating your own GDD based on consultation

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, group work, individual work):

Full-time studies / part-time studies:

- lecture
- project
- market analysis

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the scope of the subject, which?):

- Preparation, implementation and evaluation of projects
- Preparation of credit works

AR/VR Graphic Programming IV- TUTORIALS 2 ECTS

Specialization: AR I VR

OBJECTIVES OF THE SUBJECT

The purpose of the course is an expanded understanding of the specifics of AR applications. To gain an extended understanding of methods of optimizing 3D models for AR applications. To learn about possible interactions in XR applications.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of interaction design and programming in AR applications
- has knowledge of deepened methods of building interactions in AR applications
- has knowledge of possible methods and limitations of interaction with the AR system user

In terms of abilities

- Can execute and optimize complex 3D models for interaction in AR applications
- Can perform in-depth performance management advanced AR systems

In terms of social competencies

- Actively participate in classes and discussions

PROGRAM CONTENT

- Overview of advanced interaction methods in AR applications
- Expanded understanding of advanced concepts related to XR
- Overview of tricks and effects used in AR interfaces
- Creating advanced AR projects using interaction with model and the development environment.

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, group work, individual work):

Full-time studies / part-time studies:

- conversation lecture
- project
- individual case analysis

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation for a credit and/or exam; Other forms of own work within the scope of the subject, which?):

- Preparation, implementation and evaluation of projects
- Preparation for passing

INTERACTIVE SIMULATIONS PROGRAMMING IV- TUTORIALS 2 ECTS

Specialization: AR VR

OBJECTIVES OF THE SUBJECT

The goal of the program is Expanded understanding of the specifics of AR applications.
Expanded understanding of methods to optimize 3D models for AR applications.
Learning about possible interactions in XR applications.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge

- Has knowledge of interaction design and programming in AR applications, has knowledge of deepened methods of building interactions in AR applications
- Is familiar with possible methods and limitations of interaction with the AR system user

In terms of abilities

- Can make and optimize complex 3D models for interaction in AR applications
- Can execute and optimize complex 3D models for interaction in AR applications
- Is able to manage the performance of advanced AR systems

In terms of social competencies

- Actively participate in classes and discussions

PROGRAM CONTENT

- Overview of advanced interaction methods in AR applications
- Expanded understanding of advanced concepts related to XR
- Overview of tricks and effects used in AR interfaces
- Creating advanced AR projects using interaction with model and the development environment

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, group work, individual work):

Full-time studies / part-time studies:

- conversation lecture
- project
- individual case analysis

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; Other forms of own work in the course, which ones)

- Preparation, implementation and evaluation of projects
 - Preparation for passing
-

DESIGN THINKING – PROJECT 2 ECTS

Specialization: AR VR

OBJECTIVES OF THE SUBJECT

Providing knowledge of the Design Thinking methodology.

To familiarize the student with the Design Thinking methodology based on teamwork carried out in groups of several people groups

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In terms of knowledge:

- Consciously searches for and defines the problem, analyzes the audience and their requirements within the framework of the developed issue taking into account appropriately selected tools and knowledge.

In terms of abilities

- Is able to prototype and test the solution developed during the next steps of the DT methodology

In terms of social competencies

- Implements effective teamwork to achieve expected results

PROGRAM CONTENT

- An introduction to the Design Thinking methodology
- The essence of the design challenge.
- Gaining crucial knowledge about Design Challenge
- Implementation of the project in groups of 4-5 people. Students work in different groups (exchangeably in the role of leader or team member) while solving a specific problem using Design Thinking methods and tools
- Prototyping and testing solutions. Solving the set problems by working in groups to find a solution that satisfies the needs of the end user
- Implementation of team projects: the phase of defining the problem and searching for information, in order to determine the optimal solution
- Identification of the target group and the end user
- Prototyping and testing
- Presentation of ideas using business techniques

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, group work,

individual work):

Full-time studies / part-time studies:

- problem method
- project
- heuristic techniques: brainstorming, analogies, metaphors, RWC, IPW
- group work,
- individual work

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; preparation for a credit and/or exam; Other forms of own work within the subject, which?):

- Familiarization with the subject literature
- Preparation, implementation and evaluation of projects
- preparation for passing

**DESIGNING A MULTIMEDIA AND INTERACTIVE GRAPHICS IV- EXERCICES
2ECTS**

Specialization: Visual Communications and Multimedia

OBJECTIVES OF THE SUBJECT

Acquire the ability to prepare a work/documentation/project adapted for publication on the Internet or on a mobile device, including interaction. Enhance the ability to work in graphics programs from the Adobe suite of programs.

DESCRIPTION OF THE EXPECTED LEARNING RESULTS

In the terms of knowledge

- Understands the need to be familiar with the latest software in the field of tools for creating and processing graphic design
- Knows the functions of graphics programs. Recognizes and defines issues of interactive graphics
- Is aware of animation techniques

In terms of abilities

- uses theoretical knowledge to create a design
- graphic. Argues the use of certain techniques. Prepares a project for publication in selected media: Internet, device mobile

In terms of social competencies

- Submits for evaluation the draft publications prepared by himself and by colleagues. He sees the need to constantly improve own professional qualifications in the field of graphics

PROGRAM CONTENT

- Different environments for application design
- Tools of Adobe suite programs.
- Ability to work on the basis of the GRID
- Prototyping
- Mobile application design with a working prototype.

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:

- workshop method
- project
- individual work

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; Other forms of own work in the course, which ones):

- Getting acquainted with the subject literature and/or additional materials
- Preparation, implementation and evaluation of projects

GRAPHIC DESIGN FOR THE PUBLISHING INDUSTRY II- EXERCICES 2 ECTS

Specialization: Visual Communications and Multimedia

OBJECTIVES OF THE SUBJECT

Educate a designer with the ability to think with precision, clearly formulate assumptions. Design in a form that is maximally communicative and consistent with technology Design of publishing series, albums Illustration. This subject serves the purpose of the student's acquisition of practical skills and social competence, and is carried out:

- in conditions appropriate to the given field of professional activity,
- in a way that allows students to perform practical activities,
- by a person with professional experience gained outside the university,

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has knowledge of the history of type, printing, books, technology and printing terminologies, has an expanded knowledge of the function of publishing in the social and cultural aspects
- Has an expanded knowledge of the function of publishing houses in social and cultural aspects.
- He knows the different genres

In terms of abilities

- Prepares an effective visual message for companies
- Consciously use the appropriate technique and technology in the course of realization of artistic works taking independently decisions on the design and implementation of their own works

-

In terms of social competencies

- Is prepared to use effectively: imagination, intuition, emotionality, ability to think creatively, thinking and creative work in the course of solving problems, flexible thinking, adapting to new and changing circumstances
- Has the ability of self-assessment, constructive criticism

PROGRAM CONTENT

- The specifics of designing genres publishing series: fantasy, harlequins, science fiction
- Typographic design of the layout of the main text of a special character. (Album publishing, poetry, children's book)
- Preparation of publishing materials for the printing house.

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 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; Other forms of own work in the course, which ones):

- Getting acquainted with the subject literature and/or additional materials
 - Preparation of credit works
 - Preparation, implementation and evaluation of projects
 - presentation of projects
-



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GRAPHICS
SPRING SEMESTER 2023/2024

GRAPHICS
MASTER'S DEGREE

1st year, 2nd semester

PROTECTION OF INTELLECTUAL PROPERTY- lecture, 1ECTS

OBJECTIVES OF THE SUBJECT

To learn advanced knowledge of intellectual property and its protection in Poland and around the world.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Knows and understands to an advanced degree the concepts of intellectual property including copyright
- Knows the relationship between intellectual property protection and fair competition, innovation and economic growth and is able to analyze them in the context Of the current market situation
- Knows to an advanced degree the principles of intellectual property protection intellectual property and is able to match them with the subject (the creator/ inventor of the patent)

In terms of abilities

- Correctly defines and analyzes the work and other objects of intellectual property in legal and economic

- Is able to evaluate economic phenomena in connection with the protection of intellectual property taking into account the latest jurisprudence

In terms of social competencies

- He is aware of his knowledge of the social and economic role of protection Of intellectual property. He discusses the impact of
- Protection of intellectual property on the development of selected industries

PROGRAM CONTENT

- Development of the protection of intangible assets in the jurisprudential view.
- Subjects of copyright law, in-depth normative analysis
- Personal rights of creators to protected works
- International conventions in the aspect of intellectual property
- The law of the European Union. Analysis of international jurisprudence
- Genesis and place of modern copyright and related rights
- Selected judicial decisions in the aspect of copyright and industrial property protection
- The relationship of intellectual property protection to competition policy, combating unemployment, innovation and economic growth

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:

- conversation lecture
- didactic discussion

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation for a credit and/or an exam; Other forms of own work within the scope of the subject, which?):

- Preparation for a credit (colloquium)
- Own work with the subject literature

PAINTING AND DRAWING II- TUTORIALS, 2 ECTS

OBJECTIVES OF THE SUBJECT

Prepare students to work with form in painting so that it can be useful in performing graphic design tasks. Developing symbolic thinking skills. Conscious artistic creation based on creative invention and new sources of inspiration.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an advanced understanding of issues related to form such as framing and composition, value and chiaroscuro, and spatial relationships and a history of experience in this area

In terms of abilities

- Is able to combine different techniques and technologies in a single visual work
Develops skills in drawing and collage
- Knows how to realize a visual piece using various means of expression

In terms of social competencies

- Independently defines the artistic problem and is able to present it by method of painterly means of expression. He is able to present his own work, referring to the learned techniques and styles.

PROGRAM CONTENT

- Conscious use of means of expression, at the basis of which is spontaneous reaction, expression, controlled chance
- Introducing students to explorations within the activities of painting and drawing in relation to the educational program in the field of graphic design
- Referring to personal experience, seeking one's own way in shaping the painting image and drawing - experiments within the techniques and technologies
- The program is focused on the student's independence and individuality
- The ability to refer to solutions in contemporary art
- Formation of spatial relations

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
- group work

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; other forms of own work in the course, what kind?):

- familiarization with the subject literature and/or additional materials
- preparation of coursework

- preparation, implementation and evaluation of projects

DESIGN OF PUBLISHING AND TYPOGRAPHY II- TUTORIALS 2 ECTS

OBJECTIVES OF THE SUBJECT

The aim of the course is to develop a designer with the ability to think with precision, clearly formulate design assumptions in a form that is maximally communicative and consistent with technology. This subject serves the purpose of the student's acquisition of practical skills and social competence, and is carried out:

- in conditions appropriate to the given field of professional activity,
- in a manner that allows students to perform practical activities,
- by a person with professional experience gained outside the university,

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has knowledge of the history of writing, printing, books, press AND printing technology and terminology
- Has an expanded knowledge of the function of press publications of press publications in social and cultural aspects

In terms of abilities

- Knows and can construct the grid and layout of a weekly newspaper
- Knows the types of journalism in a weekly newspaper (He is familiar with the typography of publications press-weeklies)
- Knows and has designed a weekly newspaper
- Consciously uses appropriate technique and technology- software in the implementation of the work

In terms of social competencies

- Is prepared to use effectively: imagination, intuition, emotionality, ability to think creatively, thinking and creative work in the course of solving problems, flexible thinking, adapting to new and changing circumstances

PROGRAM CONTENT

- Graphic design of weekly newspapers
- Typography of a weekly newspaper - journalistic genres of a weekly newspaper
Building a grid page, layout
- Style book- typographic description of the project
- Typographic design of the layout of the main text with a special character
infographics
- Online editions- editorial system
- Preparation of publishing materials for the printing house

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 STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation Preparing for a credit and/or exam; Other forms of own work within the subject, which?)

- Getting acquainted with the subject literature and/or additional materials
 - Preparation of credit works
 - Preparation, implementation and evaluation of projects
 - presentation of projects
-

DESIGNING MULTIMEDIA GRAPHIC II- TUTORIALS, 1ECTS

OBJECTIVES OF THE SUBJECT

Gain the ability to prepare a project adapted after publication on the Internet or on a device. Mobile expand the ability to work in graphics programs from the Adobe suite.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Gain the ability to prepare a project adapted after publication on the Internet or on a mobile device

In terms of abilities

- Expand the ability to work in graphics programs from the Adobe suite

In terms of social competencies

- Evaluates publication projects prepared by himself and by colleagues. He is open to discussion.

PROGRAM CONTENT

- Tools for designing and prototyping services and applications
- Adobe suite program tools. Ability to work with the GRID grid. Prototype creation
- Design of a website, and native applications adapted for display on various mobile devices.

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 STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation Preparing for a credit and/or exam; Other forms of own work within the subject, which?)

- Getting acquainted with the subject literature and/or additional materials
- Preparation, implementation and evaluation of projects

GRAPHIC TECHNIQUE WORKSHOP II- TUTORIALS, 2 ECTS

OBJECTIVES OF THE SUBJECT

Deepening knowledge and skills in printmaking. Practical application of intaglio and relief printing techniques. Experimenting with materials in preparing the matrix and substrate of a graphic print. Developing skills of free artistic expression through small and large graphic form. Forming an attitude open to: personal development, cooperation and self-education. Achieving by students specialized artistic qualifications and skills; workshop and intellectual in the field of various graphic techniques. Free choice of the subject matter and its workshop implementation as an opportunity for development, effective demonstration of the creative attitude and true artistic achievements.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has knowledge of the fine arts in the area of printmaking through the works of the most important artists throughout history in the context of the conditions of social and cultural
- Has an expanded knowledge of the development of printmaking: methods, techniques, tools, materials, and issues related to the technologies used in graphic design in the context of related disciplines

In terms of abilities

- consciously prepares an artistic concept for a series of graphics, freely uses both traditional and contemporary means of artistic expression, consciously

combines tools and techniques of the classical workshop with contemporary by creating an original graphic form

In terms of social competencies

- Plans and implements an exhibition of graphic works consciously performs self-evaluation, subjects to constructive criticism of the actions of others

PROGRAM CONTENT

- History of printmaking - lecture and presentation
- Traditional and experimental methods in the development of the printing form - graphic matrix, collage, monotype, photography, reprint as elements of graphic design
- Combination and association of different graphic techniques
- Linocut and monotype - realization of a matrix in a combined technique
- Printing an edition from traditional and digital matrices
- Preparation of an exhibition of graphic works

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:

- conversation lecture
- project
- didactic discussion

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; Other forms of own work in the course, which ones):

- Getting acquainted with the subject literature and/or additional materials
- Preparation, implementation and evaluation of projects

GRAPHIC AND 3D ANIMATION II- TUTORIALS 1 ECTS

OBJECTIVES OF THE SUBJECT

The purpose of the course is to prepare the student to use in the field of computer workshop, graphic programs for editing expanded multimedia three-dimensional space. Advanced environmental modeling techniques for architectural visualization.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has mastered the skills of a 3D graphic designer at an advanced. When it comes to tools for modeling 3D space, he sees the need for familiarity with the latest software in this area.
- He is aware of the possibilities and limitations of technology and implementation in the extended, resulting from the computational capabilities of modern hardware,

In terms of abilities

- Independently selects methods of spatial modeling objects and realizes his own artistic concepts in the field of photorealistic visualization applies advanced tools of 3D modeling, rendering and creation of light in the scene for photorealistic visualization of space.
- 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 space three-dimensional space, and consciously sets priorities. He makes analyzes the project

PROGRAM CONTENT

- Definition of photorealistic and architectural visualization
- Advanced 3D modeling tools in architecture
- Advanced texturing of objects
- Light creation in 3D space - photometric lighting
- Advanced photorealistic rendering

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:

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

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; Other forms of own work in the course, which ones)

- Getting acquainted with the subject literature and additional materials
- preparation of credit works
- Preparation, implementation and evaluation of projects

VISUAL STRUCTURES II – TUTORIALS 2 ECTS

OBJECTIVES OF THE SUBJECT

The purpose of the course is to equip students with the ability to practically refer to an expanded range (in relation to the I degree studies) of concepts and problems concerning the construction of a visual work of art. Individualize creative attitudes in the formulation of visual statements by referring to the problems posed, rather than based on existing schemes. Stimulation of the creative process - independent discovery and posing of visual problems, formulating them, carrying out visual analysis and synthesis ending with a conclusion that gives a starting point for further exploration and solutions.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an in-depth knowledge of the awareness of the importance of the issue of related to the construction of visual form acquired practically and theoretically, enabling independent solution of composition issues
- Has knowledge of awareness of relativity in approaches to the same problems in the past and present allows not only to refer to existing solutions, but stimulates the process of creating original visual statements.

In terms of abilities

- In response to the problems posed, it consciously concretizes the visual form. It proposes solutions to the same problem in different forms and in different media
- He makes a selection of the best solutions
- He poses problems that relate to the issues of the data as well as goes beyond them

In terms of social competencies

- Sees the need to improve not only his own professional skills. Is capable of independent reflection on art.
- Independently undertakes creative activities in the area of creation visual structures also in conditions of limited access to information.
- It shows inventiveness creativity

PROGRAM CONTENT

- Mobility and stability of elements or sub-arrangements of elements in planar compositional systems
- Mobility of the recipient and its influence on the transformation of the structure
- The interior of the data as a spatial framework of the structure
- Mobility and stability of elements or sub-arrangements of elements in spatial compositional systems

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:

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

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; Other forms of own work in the course, which ones):

- Preparation of credit works
- Preparation, implementation and evaluation of projects
- preparation for the exam
- familiarization with the subject literature and/or additional materials

PHOTOGRAPHY II- PROJECT 2 ECTS

OBJECTIVES OF THE SUBJECT

The purpose of the course is to improve the skills and knowledge of photography from the previous semester. Continuing photography skills and exploring one's own creative possibilities. Deepening the skills of organizing the photo set and mastering the selection of consistent with the assumptions of the settings of technical parameters of photographic image recording, searching for individual areas of interest in the field of photography at the graduate level. The didactic process is designed to stimulate imagination, creativity, authorial responsibility, deepen visual sensitivity and the ability to observe combined with quick decisions of action. Conscious use of computer programs of the Adobe Photoshop group and related according to the needs of the technical and creative without unnecessary overuse of ready-made effects. Using one's own ideas for photographic experiments and perfecting a more complete use of the value of the creative and meaning of photography.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an expanded theoretical knowledge of art history and photography
- Uses in-depth theoretical and technical knowledge of photography to create his/her own photographic work

In terms of abilities

- Formulates and solves complex tasks with intended project uses the capabilities of digital equipment photographic equipment and available computer programs

- Implements innovative solutions in traditional photographic processes on digital media and improves work in the photographic darkroom in order to expand the creative possibilities of the photographic medium

In terms of social competencies

- Cooperates in a team and organizes the group's activities
- Shares his/her knowledge in an interdisciplinary environment

PROGRAM CONTENT

- World and Polish photography in the context of graphic design and related fields
- The most interesting exhibitions and Polish photographers in the context of future work photographer and graphic designer
- Perfecting the building of photographic composition as well as working with the camera
- Perfecting photography skills: the ability to correctly framing of the assigned subject. Correlating theoretical knowledge with practical at the graduate level
- Using programs from the Adobe group and others to process the photographic image for graphic purposes. Special effects
- Photographic self-expression, searching for a subject to implement
- Technical aspects of self-expression, image building, styling and graphic processing.
- Preparation of an author's set of works supported by the literature of the subject with a theoretical explication.

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:

- conversational lecture
- project method
- exercises

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with subject literature and/or

Additional materials; Preparation of coursework; Preparation, implementation and evaluation of

of projects; Preparation for credit and/or examination; Other forms of own work in the course,

what kind?)

- Getting acquainted with the subject literature.
- Familiarization with optional literature.
- preparation, implementation and evaluation of projects
- preparation of a project for a credit

CONTEMPORARY ART- LECTURE 4 ECTS

OBJECTIVES OF THE SUBJECT

The purpose of the course is to introduce the most important artistic trends and styles of the 20th century, including modernism, anti-art and classical avant-garde. The student should be able to distinguish/define the specifics of such directions as.

Expressionism, Cubism, Surrealism, Pop Art, Conceptualism. He should be able to define what a specific artistic style. The classes are not only about the history of painting, but also from the history of photography and experimental film. The goal will be to present the history of art in a problematic corresponding to the thought of modernist and avant-garde, in opposition to traditional and academic art.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has a structured and in-depth knowledge of the theory and practice of art and design graphics and contemporary media, knows the relevant terminology and methodology
- Has in-depth knowledge of the entire history of art and aesthetics and is able to interpret styles in historical eras

In terms of abilities

- Compares works of art from different eras, identifies common features and differences
- Analyzes and interprets historical and contemporary works of art

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 the learning process of others

PROGRAM CONTENT

- Historical styles of the 19th century
- Modernist art in the 19th and 20th centuries
- New art and anti-art of the classical avant-garde (1905-1930)
- Anti-art in the 20th century: dadaism and surrealism, neo-dadaism, concept-art.
- Varieties of abstract art in the interwar period and after 1945 to 2000

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

- didactic discussion

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; Other forms of own work in the course, which ones)

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

DIGITAL TECHNIQUES II – TUTORIALS 1ECTS

OBJECTIVES OF THE SUBJECT

The purpose of the course is to Expand the knowledge of Adobe Photoshop computer graphics program. To expand the knowledge of Adobe illustrator program. To expand the knowledge of After Effects program.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an advanced knowledge of the principles of composition of graphic work
- Has an in-depth knowledge of the artistic means which should be used while realizing a project

In terms of abilities

- Uses tools in graphic programs
- Consciously selects appropriate artistic means and effects to realized project

In terms of social competencies

- Independently makes artistic decisions in the field of artistic activity - graphic design, demonstrates creative invention and high creativity

PROGRAM CONTENT

- Learning about effects in After Effects
- Working with keyframes in After Effects
- Creating a simple animation-animating your own initials
- Learning the essence of masks in After Effects program
- Learning about self-animating shapes.
- Revision of completed projects at the end of the semester

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:

- conversational lecture
- workshop method
- project
- individual work

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; Other forms of own work in the course, which ones)

- Getting acquainted with the literature
- Preparation of credit work
- Preparation, implementation and evaluation of the project

SOCIAL SKILLS TRAINING- WORKSHOP 1 ECTS

OBJECTIVES OF THE SUBJECT

Designing a development path for the selected competence. Learning about one's strengths and areas for development. Developing the ability to motivate oneself and participants to develop. Building self-esteem and self-assessment skills and confidence in one's abilities.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of abilities

- Evaluates the level of development of its competencies in relation to the professional area

In terms of social competencies

- Takes care of its own development in the professional field accepts responsibility for the process and effect of development competence

PROGRAM CONTENT

- Ladder of competence development
- Internal and external motivation

- Analysis of strengths and weaknesses in relation to professional competencies professional
- Design and conduct development activities in the area of the selected competence
- Evaluation of the results achieved during the implementation of the project aimed at develop the selected competence

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:

- didactic discussion
- brainstorming
- project

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with subject literature and/or Additional materials; Preparation of coursework; Preparation, implementation and evaluation of 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, implementation and evaluation of the project

PROGRESSIVE PHOTOGRAPHY II- TUTORIALS 3 ECTS

- Specialization: Artist- professional and business development

OBJECTIVES OF THE SUBJECT

Assimilate theoretical knowledge and master the workshop used in the field of photography progressive photography. Mastering the ability to create a narrative, to convey a creative concept for contemporary, new media. Developing the ability to independently implement photographic projects in the field of progressive. Mastering the ability to use photographic equipment and required applications adequately to the realization assumptions. Developing the ability to consciously and independently translate the assumptions of the concept into the language of the photographic image photographic. Mastering the ability to consciously use and appropriately select means of artistic of expression belonging to photography in realizations in the field of progressive photography. Assimilation of knowledge and development of skills of practical application of advanced techniques photographic techniques in realizations combining creative thinking with the utilitarian character of the performed projects.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has advanced knowledge and skills in workshop and artistic skills in photography and related areas

In terms of abilities

- consciously selects adequate to the specific problem means of artistic expression, takes up, interprets and independently solves challenges not only from the field of graphic design, but also from the areas of: painting, drawing, illustration, graphics workshop, visual structures, photography, multimedia and intermedia

In terms of social competencies

- Independently undertakes creative activities in the area of photography
- Criticizes and is open to criticism of works not only of his own authorship

PROGRAM CONTENT

- Characteristics and application of photographic equipment and other accessories used on the set in the realizations in the field of
- Progressive photography
- Selection of appropriate parameters in the field of photography technique
- Ensuring the appropriate technical level of the performed photographs.
- The role of photography in new media
- Translation of concepts into the language of photography
- The ability to create a narrative for the needs of today's new media.
- Selection of means of artistic expression to the nature of the implemented projects
- Revisions of realized subjects

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:

- workshop method
- project
- case study
- didactic discussion

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation
Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- Getting acquainted with the subject literature and/or additional materials
 - Preparation of credit works
 - preparation, implementation and evaluation of projects
 - Preparation for credit and exam
-

DESIGNING ARTISTIC PRODUCTS FOR THE ART MARKET II- TUTORIALS 3 ECTS

- Specialization: Artist- professional and business development

OBJECTIVES OF THE SUBJECT

Master the skills to create, finance, and monetize your own work. From project to sales - analysis of the various stages. To indicate to the student the elements that the artist deals with in addition to creation of art. To develop the ability to consciously manage the artistic values produced by oneself in order to achieve certain results, both those in the symbolic sphere and beyond it, for example, in the sphere of economic. To provide the student with knowledge about the functioning of the market and the art world. Pointing out the prevailing them relationships and phenomena, both locally and globally. To acquire knowledge of currently existing types of artistic conventions, and to creatively and creative creation of new ones. To master the skills of managing the artistic image, both online and offline.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has advanced knowledge regarding the functioning of the market art, the mechanisms of the art world, the practical side of monetizing one's art and the ways of its financing: scholarships, grants, residencies, exhibitions, partnerships with other entities. Is aware of the multiplicity of factors affecting artistic success and ambiguity of the term itself. Is able to conduct an independent art practice after leaving the university. Is familiar with the concept of dark matter of the art world

In terms of abilities

- Is able to select the means of artistic expression and the appropriate language of visual communication that are adequate to the intended purpose
- He is prepared to independently and freely use both traditional and contemporary means of artistic expression
- He independently undertakes, interprets and solves design problems. He is able to describe his works and creativity for the purpose of creating a portfolio
- Understands the role of reputation in the art world. Is aware of prevailing hierarchies in the art world

In terms of social competencies

- Understands the variety of motivations behind the purchase of a work of art art.
- Can identify selected names of art collectors of art and institutions that purchase works for their collections

PROGRAM CONTENT

- Characteristics of the art market, mechanisms of the art world. Collectors & other art buyers
- Primary market & secondary market.
- Ways of financing and selling art activities capital
- Artists, art groups, art theorists and art texts -. analysis of selected examples
- Principles of portfolio creation
- Image management on and off the web
- Creative competence and creative thinking
- Selection of means of artistic expression to the nature of the implemented projects
- From design to sales - analysis of the various stages

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:

- workshop method
- project
- case study
- didactic discussion

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional Materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparation

Preparing for a credit and/or exam; Other forms of own work within the subject, which?)

- Getting acquainted with the subject literature and/or additional materials
- Preparation of credit works
- preparation, implementation and evaluation of projects
- Preparation for the exam

ARTISTIC USE OF SOCIAL MEDIA II- TUTORIALS 3 ECTS

- Specialization: Artist- professional and business development

OBJECTIVES OF THE SUBJECT

Assimilate theoretical knowledge and master the workshop used in the use of social media as a tool for promoting creativity.

Developing the ability to independently implement art projects through social media social media. Mastering the ability to use social media promotion mechanisms (including reach research tools) adequately to the implementation assumptions. Developing the ability to consciously and independently translate the assumptions of the language of art to adapt it to the new possibilities of communication in social media. Mastering the ability to consciously use and appropriately select means of artistic of

expression belonging to classical art in the reality of social media. Assimilate knowledge and develop the ability to practically apply advanced techniques of social media in realizations combining creative thinking with the utilitarian nature of the performed projects

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 STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- Getting acquainted with the subject literature and/or additional materials
 - Preparation of credit works
 - preparation, implementation and evaluation of projects
 - Preparation for a passing grade
-

DESIGNING A VISUAL COMMUNICATION II- Tutorials 3ECTS

- Specialization: graphic design and photography

OBJECTIVES OF THE SUBJECT

The objective of the subject is to educate a designer with the skills of precise thinking, clear formulation of design assumptions

design assumptions in a form that is maximally communicative and consistent with technology. Equipping students with a body of knowledge in the field of design methodology enriched with a wide context of relations occurring in the visual arts as well as the latest technologies will allow the formation of a creative attitude in the changing conditions of his/her future independent creative activity. This subject is for the acquisition of practical skills and social competence by the student, and is implemented:

- in conditions appropriate to the given field of professional activity,
- in a manner that allows students to perform practical activities,
- by a person with professional experience gained outside the university,

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an in-depth knowledge of the history of design graphic design, typography, advertising and poster design, communication visual communication, photography and printing

In terms of abilities

- analyzes the range of impact of the visual message in urban space and develops the conceptual assumptions of his project

In terms of social competencies

- Is prepared to effectively use: imagination, intuition, emotionality, ability to think creatively and creative work while solving problems, flexible thinking, adapting to new and changing circumstances, and has the ability to organization of work

PROGRAM CONTENT

- Visual activities in open and limited space concerning poster, billboard, and complex graphic designs
- Social and cultural advertising poster
- Typographic design of the layout of the main text of a special character
- Preparation of editorial materials for printing

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:

- didactic discussion
- problem lecture
- individual work with a student
- project

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature and/or additional materials
- preparation of credit works
- preparation, implementation and evaluation of projects
- presentation of projects
- consultations

COMMERCIAL AND ADVERTISING PHOTOGRAPHY II- Tutorials 3ECTS

- Specialization: graphic design and photography

OBJECTIVES OF THE SUBJECT

The aim of the course is to perfect the skills and knowledge acquired in the previous semester in the field of applied and advertising. To continue the skills of photography and to seek one's own opportunities for creation of applied and advertising photography. Perfecting the ability to independently carry out photographic projects from the of applied and advertising photography using the language of advertising.

Improving the ability to consciously organize the studio shooting plan and master the selection of consistent with the assumptions of the settings of technical parameters of photographic image recording, searching for individual areas of interest in the field of applied and advertising photography. Conscious use of computer programs of Adobe Photoshop group and related according to the needs of the technical and creative for the purposes of applied and advertising photography. Using one's own ideas for photographic experiments and perfecting a more complete use of the value of the creative and meaningful potential of meaning of applied and advertising photography. The didactic process is designed to stimulate imagination, creativity, authorial responsibility, deepen artistic sensitivity and the ability to observe combined with quick decisions of action

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an expanded theoretical knowledge of art history and photography
- Implements an in-depth knowledge of photographic theory and art history, philosophy and aesthetics to photographic expression

In terms of abilities

- Formulates and solves complex tasks with intended project uses the capabilities of digital equipment, photographic equipment and available computer programs
- Predicts and solves problems based on variable unit parameters of camera settings and lighting equipment

In terms of social competencies

- Cooperates in a team and organizes group activities prepares and presents own projects and achievements
- artistic manner directly as well as in the Internet environment

PROGRAM CONTENT

- Photographer as a member of the team executing a commercial assignment
- The most important documents needed in the profession of commercial photographer
- Working in a photographic atelier. The principles of photographing in an atelier on behalf of an investor

- Principles of work on a commercial photo set .Cooperation with a team of professionals
- Perfecting the skills of lighting the photo set, setting the camera parameters
- Perfecting the work with the camera
- Realizing the subjects ordered by the lecturer
- Building a photographic image adequately to the planned meaningful message, exploration and experimentation within the work on satisfying the needs of the investor
- Combining the photographic medium with other techniques of artistic expression
- Working in post-production on photographs.
- Improving use of digital image processing
- Studio photography in the context of interdisciplinary use in authorial expression
- Building an authorial artistic statement supported by literature of the subject with theoretical explication
- Revisions of works

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:

- conversational lecture
- project method
- individual work

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature
- familiarization with optional literature
- working on the project
- preparing the project for the credit

DESIGNING SYSTEMS OF VISUAL IDENTIFICATION II- Tutorials 3ECTS

- **Specialization: graphic design and photograph**

OBJECTIVES OF THE SUBJECT

Creating graphic designs in response to a problem/ brief from a client. Creating branding for new or existing companies. Creation of consistent visual identity systems. Observation of the market - design trends, recent implementations, analysis of competitors' work. Ability to present your work in front of a client and argue your case.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has in-depth knowledge of fine arts and arts design in the area of graphic design, contemporary media and related areas.
- Is familiar with terminology and methodology
- Has an in-depth knowledge of the main trends development of artistic disciplines relevant to the program of learning and their relationship to the fundamental issues of modern civilization

In terms of abilities

- Formulates and executes effective visual messages for companies, products, socio-cultural ventures and commercial with application in contemporary media
- Consciously applies both traditional and contemporary means of artistic creation, performs evaluation, critical analysis, synthesis and creative interpretation of artistic works

In terms of social competencies

- Responsibly performs professional roles taking into account changing social needs, plans activities aimed at the implementation of the tasks defined by himself or others

PROGRAM CONTENT

- Visual identification systems - pictogram design cont
- Revisions and discussions on sketches and preliminary designs
- Revisions and discussions on refining the selected design
- Technologies for the implementation of the project, cooperation with the printing house / checking the quality of printing
- Preparation of presentations of graphic works

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:

- project
- didactic discussion
- individual case analysis

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature and/or additional materials
 - preparation, implementation and evaluation of projects
-

DESIGN OF PUBLISHING AND TYPOGRAPHY IV- Tutorial 2 ECTS

OBJECTIVES OF THE SUBJECT

The aim of the course is to develop a designer with the ability to think with precision, clearly formulate design assumption of design in a form that is maximally communicative and consistent with technology.

This subject is for the acquisition of practical skills and social competence by the student, and is implemented:

- in conditions appropriate to the given field of professional activity,
- in a manner that allows students to perform practical activities,
- By a person with professional experience gained outside the university

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has advanced knowledge of the functions of publishing in social and cultural aspects.
- He is familiar with various literary genres and their design (fiction, fantasy, science fiction, poetry. He is familiar with press publications (weekly journal, periodical)

In terms of abilities

- Knows and can build a grid I journal layout.
- He knows the journalistic genres used in a daily newspaper. (He has learned the typography of press publications-journals.)

In terms of social competencies

- Is prepared to use effectively: imagination, intuition, emotionality, ability to creatively thinking and creative work in the course of solving problems, flexible thinking, adapting to new and changing circumstances

PROGRAM CONTENT

- Design of Periodicals and special interest publications.
- Journal typography - journalistic genres.
- Construction of grid page, layout
- Style book
- Typographic design of the layout of the main text of a special nature - infographics. Web editions-editorial system.
- Preparation of publishing materials for the printing house

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:

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

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

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

DESIGNING MULTIMEDIA GRAPHIC IV- Tutorials 21 ECTS

OBJECTIVES OF THE SUBJECT

The purpose of the subject is to gain the ability to prepare a project adapted after publication on the Internet or on a device. Mobile broaden the skills of working in graphic programs from the Adobe package.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- To an advanced degree, knows the functions of programs 2d graphics and animation.
- He understands the technical specifications of the selected platform

In terms of abilities

- Uses theoretical knowledge to create a graphic design.
- Prepares a graphic design for publication in selected media: Internet, mobile devices.

In terms of social competencies

- Reviews publication drafts prepared by himself and by colleagues.
- Sees the need to constantly improve his own professional qualifications in the field of graphic design.

PROGRAM CONTENT

- Graphic tools workspace formats

- Tools of the Adobe suite of programs
- Ability to prepare animated internet advertisement
- Design of Internet advertising spot adapted for display on various platforms

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:

- workshop method
- project
- individual work

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature and/or additional materials
- preparation, implementation and evaluation of projects
- preparation for the credit

VISUAL STRUCTURES IV- Tutorials 2ECTS

OBJECTIVES OF THE SUBJECT

Equip students with the ability to practically relate to an expanded range of concepts and problems concerning the construction of a visual work. To individualize creative attitudes in the formulation of visual statements by referring to the problems posed, rather than based on existing schemes. Stimulation of the creative process – independent discovering and posing visual problems, formulating them, conducting visual analysis and synthesis ending with a conclusion that gives a starting point for further exploration and solutions.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Is aware of the importance of the issues related to the construction of visual form acquired practically and theoretically enabling independent solution of composition issues

In terms of abilities

- In response to the problems posed, it consciously concretizes the visual form. It proposes solutions to the same problem in different forms and in different media.
- He makes a selection of the best solutions.

In terms of social competencies

- Independently undertakes creative activities in the area of creation of visual structures also in conditions of limited access to information.
- He demonstrates inventiveness creativity

PROGRAM CONTENT

- Problems related to the creation of structural arrangements in open space as a place of autonomous visual activities
- The spatial boundary of the structure

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:

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

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

PHOTOGRAPHY IV- Project 2 ECTS

OBJECTIVES OF THE SUBJECT

Improving the skills and knowledge of photography from the master's degree. Perfecting photography and own creation based on the knowledge and skills of graphic design and photography. To deepen the skills of organizing a photo set and mastering the selection of consistent with the assumptions of settings of technical parameters of photographic image recording, searching for individual areas of interest in the field of photography at the graduate level. Perfecting the use of Adobe Photoshop and related group computer programs according to the technical and creative needs of one's own project. Experimenting with photography and perfecting the fuller use of the value of the creative and meaningful potential of photography. The didactic process is designed to stimulate imagination, creativity, authorial responsibility, deepen artistic sensitivity and the ability to observe combined with quick decisions of action.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Expands theoretical knowledge of art history and photography
- Implements an in-depth knowledge of photographic theory and art history, philosophy and aesthetics into photographic expression.

In terms of abilities

- Formulates and solves complex tasks with intended project uses the capabilities of digital photographic equipment and available computer programs.

In terms of social competencies

- Cooperates in a team and organizes group activities. Shares his knowledge in an interdisciplinary environment

PROGRAM CONTENT

- Own photographic realization and its sources in the history of world and Polish photography
- The stages of work on the photographic set, preparation for the exhibition and presentation of works.
- Perfecting the building of a photographic composition as well as working with the camera
- photographic camera.
- Perfecting photography skills: the ability to correctly
- framing of the assigned subject. Correlating theoretical knowledge with
- practical at the graduate level
- Using programs from the Adobe group and others to process the photographic image for graphic purposes.
- Photographic self-expression, realization of the topic
- Technical aspects of auto statement, set building, styling and graphic processing.
- Preparation of an author's set of works supported by the literature of the subject with a theoretical explication.

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 STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- Getting acquainted with the subject literature and/or additional materials
-

ILLUSTRATION II- Tutorials 2ECTS

OBJECTIVES OF THE SUBJECT

Deepening knowledge and skills in illustration graphics. Practical application of various printing techniques, including digital. Developing skills of free artistic expression. Forming an attitude open to: personal development, cooperation and self-education. Studying the relationship between text (word), letter and image at different levels of complications. Creative awakening of imagination and intellectually active attitude to the tasks proposed for implementation

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- has knowledge of the fine arts in the field of illustration through the works of the most important artists throughout history in the context of the conditions of social and cultural

In terms of abilities

- Consciously and independently prepares an artistic concept series of illustrations freely uses both traditional as well as contemporary means of artistic expression

In terms of social competencies

- Plans and implements an exhibition of graphic works.
- Consciously performs self-evaluation, subjects to constructive criticism of the actions of others

PROGRAM CONTENT

- History of illustration - presentation
- Traditional and experimental methods in the development of illustrations
- Graphic development of cover, title page, infographics
- Freedom in the design process, drawing form, photography solutions based on typography, collages
- The function of illustration in the book and in the formation of aesthetic habits
- Practical exercises supplemented by lectures.
- Preparation of an exhibition of works made

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:

- didactic discussion

- individual case analysis

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature and/or additional materials

- preparation, implementation and evaluation of projects

PROGRESSIVE PHOTOGRAPHY IV- Tutorials 3ECTS

- **Specialization: Artist- professional and business development**

OBJECTIVES OF THE SUBJECT

The aim of the course is to acquire theoretical knowledge and master the workshop used in the field of progressive photography. Mastering the ability to create a narrative, to convey a creative concept for contemporary, new media. Developing the ability to independently implement photographic projects in the field of progressive. Mastering the ability to use photographic equipment and required applications adequately to the realization assumptions. Developing the ability to consciously and independently translate the assumptions of the concept into the language of the photographic image. Mastering the ability to consciously use and appropriately select means of artistic of expression belonging to photography in realizations in the field of progressive photography. Assimilation of knowledge and development of skills of practical application of advanced techniques photographic techniques in realizations combining creative thinking with the utilitarian character of the performed projects.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an extensive and in-depth knowledge of the arts design arts and fine arts (both in terms of theoretical and practical) and translates it into knowledge useful for its own purposes

In terms of abilities

- consciously selects adequate to the specific problem means of artistic expression, takes up, interprets and independently solves challenges not only from the field of graphic design, but also from the areas of: painting, drawing, illustration, graphics workshop, visual structures, photography, multimedia and intermedia

In terms of social competencies

- independently undertakes creative activities in the area of photography

PROGRAM CONTENT

- Characteristics and application of photographic equipment and other accessories used on the set in the realizations in the field of progressive photography
- Selection of appropriate parameters in the field of photography technique
- Ensuring the appropriate technical level of the performed photographs
- The role of photography in new media
- Translation of concepts into the language of photography
- The ability to create a narrative for the needs of today's new media

- Selection of means of artistic expression to the nature of the implemented projects
- Revisions of realized subjects

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:

- workshop method
- project
- case study
- didactic discussion

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature and/or additional materials
 - preparation of credit works
 - preparation, realization and evaluation of projects
 - preparation for credit and examination
-

DESIGNING ARTISTIC PRODUCTS FOR THE ART MARKET III- Tutorials 3ECTS

- **Specialization: Artist- professional and business development**

OBJECTIVES OF THE SUBJECT

Master the skills to create, finance, and monetize your own work. From project to sales - analysis of the various stages. To indicate to the student the elements that the artist deals with in addition to creation of art. To develop the ability to consciously manage the artistic values produced by oneself in order to achieve certain results, both those in the symbolic sphere and beyond it, for example, in the sphere of economic. To provide the student with knowledge about the functioning of the market and the art world. Pointing out the prevailing them relationships and phenomena, both locally and globally. To acquire knowledge of currently existing types of artistic conventions, and to creatively and creative creation of new ones. Mastering the ability to manage the artistic image, both online and offline

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an expanded knowledge of the operation of galleries art, auction houses, art fairs, art stores, and selected institutions and art venues in Poland and the worldwide. He knows what to pay attention to when working with each of them.

- He is aware of the different circuits of art functioning, both official and unofficial. He knows and understands various examples of artistic conventions in the visual arts and artists who intentionally go beyond them.

In terms of abilities

- Is able to price his works. He is aware of the cost of producing of artistic work. Knows how to plan a budget for the production of work
- Knows and understands the ambiguity of value in the art world
- He understands the difference between the value and the price of a work of art. Knows and understands the differences in the functioning of commercial and non-commercial.
- Is aware of the institutional influence on the price of his works. He knows the alternatives to traditional sources of selling his works (social media, NFTs platforms, YouTube, Behance)
- He is familiar with the concept of zombie formalism

In terms of social competencies

- Understands the variety of motivations behind the purchase of a work of art
- Can identify selected names of art collectors of art and institutions that purchase works for their collections

PROGRAM CONTENT

- Characteristics of the art market, mechanisms of the art world
- Collectors & other art buyers
- Primary market & secondary market
- Ways of financing and selling art activities
- Artists, art groups, art theorists and art texts - analysis of selected examples.
- Principles of portfolio creation
- Image management online and offline
- Creative competence and creative thinking.
- Selection of means of artistic expression to the nature of the implemented projects.
- From design to sales - analysis of the various stages

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:

- workshop method
- project
- case study
- didactic discussion

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature and/or additional materials
 - preparation of credit works
 - preparation, realization and evaluation of projects
 - preparation for the exam
-

DESIGNING ONE'S OWN ARTISTIC ENTERPRISE IV- Tutorials 3ECTS

- **Specialization: Artist- professional and business development**

OBJECTIVES OF THE SUBJECT

Mastering creative thinking within one's own work. From the project to the final work - analysis of the various stages. To indicate to the student the elements that the artist deals with outside of creating art. Developing the ability to consciously create with the artistic values produced by oneself in order to achieve certain results, both those in the symbolic sphere and beyond it. Pointing out the prevailing relationships and phenomena, both locally and globally. To acquire knowledge of currently existing types of artistic conventions, and to creatively and creative creation of new ones. Mastering the skills of managing artistic image, both online and offline

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has in-depth knowledge regarding creative thinking within one's own creativity. From the project to the final work - analysis of the various stages
- He is aware of the multiplicity of factors influencing artistic success and the ambiguity of the term itself

In terms of abilities

- Understands the difference between the value and price of a work of art.
- Knows and understands the differences in the functioning of commercial and non-commercial.
- Is aware of the institutional influence on the price of his works
- He is able to price his works

In terms of social competencies

- Understands the variety of motivations behind the purchase of a work of art.
- Can identify selected names of art collectors of art and institutions that purchase works for their collections

PROGRAM CONTENT

- Custom activity channels using Behance as an example
- Selection of appropriate parameters from the field of media social media tools to ensure the appropriate technical level of the executed projects
- Exercises with the application of various forms of cracy in projects artistic

- Principles of using the Instagram application in building audience engagement.

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
- project

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature and/or additional materials
 - preparation of credit works
 - preparation, realization and evaluation of projects
 - preparation for passing
-

DESIGNING A VISUAL COMMUNICATION IV- Tutorials 3ECTS

- Specialization: graphic design and photography

OBJECTIVES OF THE SUBJECT

Educate a designer with the ability to think with precision, clearly formulate design assumptions design assumptions in a form that is maximally communicative and consistent with technology. Equipping students with a body of knowledge in the field of design methodology enriched with a wide context of relations occurring in the visual arts as well as the latest technologies will allow the formation of a creative attitude in the changing conditions of his future independent creative activity. This subject is for the acquisition of practical skills and social competence by the student, and is implemented:

- in conditions appropriate to the given field of professional activity,
- in a manner that allows students to perform practical activities,
- by a person with professional experience gained outside the university,

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an in-depth knowledge of the history of graphic design, typography, advertising and poster design, communication
- Visual communication, photography and printing

In terms of abilities

- Analyzes the range of impact of the visual message in urban space and develops the conceptual assumptions of his project

In terms of social competencies

- Is prepared to use effectively: imagination, intuition, emotionality, ability to think creatively thinking and creative work in the course of solving problems, flexible thinking, adapting to new and changing circumstances, and has the ability to organization of work

PROGRAM CONTENT

- Author's promotional form.
- Preparation of author's materials for different ways of their presentation

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:

- didactic discussion
- project
- problem lecture
- individual work with a student

INDIVIDUAL STUDENTS WORK

(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects; Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature and/or additional materials
- preparation of credit works
- preparation, implementation and evaluation of projects
- presentation of projects
- preparation for the exam
- consultations

COMMERCIAL AND ADVERTISING PHOTOGRAPHY IV- Tutorials 3ECTS

- Specialization: graphic design and photography

OBJECTIVES OF THE SUBJECT

Perfecting the skills and knowledge acquired in the previous academic year in the field of photography applied and advertising photography in order to build authorial expression. Continuing the skills of photography and to seek their own opportunities for applied and

advertising creation. Improving the ability to independently implement photographic projects in the field of applied and advertising photography using the language of advertising. Organizing the studio shooting plan and mastering the selection of consistent with the assumptions of the settings technical parameters of recording the photographic image of your own project. Conscious use of Adobe Photoshop group computer programs and related according to technical and creative needs for the purposes of commercial and advertising photography of one's own author's set. Use of one's own ideas for photographic experiments and perfecting the fuller use of the value of the creative and meaningful potential of applied and advertising photography.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Uses in-depth theoretical and technical knowledge of the field of photography to create his/her own photographic work
- Uses for artistic and scientific development expanded photographic knowledge acquired in the process of education

In terms of abilities

- formulates and solves complex tasks with intended project uses the capabilities of digital photographic equipment and available computer programs

In terms of social competencies

- cooperates in a team and organizes the group's activities, shares its knowledge in an interdisciplinary environment

PROGRAM CONTENT

- Implementation of your own set of utility and advertising photography
- Stages of work on a photographic set, preparation of an assignment for an exhibition or presentation of works to the investor on the example of the activity of the artistic activity of the lecture.
- Perfecting the skills of lighting the photo set, setting the camera parameters. Perfecting the work with the camera.
- Photographic realization of the subject chosen by himself
- Building a photographic image adequately to the planned meaningful message, exploration and experimentation within the work on the set

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:

- conversational lecture.
- project method

INDIVIDUAL STUDENTS WORK(Elective: Familiarization with the subject literature and/or additional materials; Preparation of coursework; Preparation, implementation and evaluation of projects;

Preparing for a credit and/or exam; Other forms of own work within the subject, which?):

- familiarization with the subject literature
- familiarization with optional literature
- working on the project
- preparing the project for the exam

DESIGNING SYSTEMS OF VISUAL IDENTIFICATION IV- Tutorials 3ECTS

Specialization: graphic design and photography

OBJECTIVES OF THE SUBJECT

Creating graphic designs in response to a problem/ brief from a client. Creating branding for new or existing companies. Creation of consistent visual identity systems. Observation of the market - design trends, recent implementations, analysis of competitors' work. Ability to present your work in front of the client and argue your case.

DESCRIPTION OF THE EXPECTED LEARNING RESULT

In terms of knowledge

- Has an extended and in-depth knowledge of methods, techniques, tools, materials, and issues related to technologies used in graphic design
- Is aware of technological developments related to the studied field of study and specialty

In terms of abilities

- Formulates and solves complex and unusual tasks in the field of graphics using modern technology (processing electronic and preparation of audiovisual material for multimedia projects, 2D and 3D graphics and animation)

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

- Visual identity systems for cyclical events
- Revisions and discussions on sketches and preliminary designs
- Development - selection of technology for project execution
- Preparation of presentation of graphic works

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:

- project
- didactic discussion
- individual case analysis

INDIVIDUAL STUDENTS WORK:

- familiarization with the subject literature and/or additional materials
 - preparation, implementation and evaluation of projects
 - preparation for the exam
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