



Akademia  
Humanistyczno  
Ekonomiczna  
w Łodzi



Erasmus+

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

**GRAPHICS**  
**BACHELOR**

**1st year, 2nd semester**

**HISTORY OF ART I – lecture**

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

**2**

**PROTECTION OF INTELLECTUAL PROPERTY – lecture**

The aim of the course is to gain basic knowledge about intellectual property and its protection in Poland and in the world.

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**ZDW: STORYBOARD & CONCEPT ART I – project**

The aim of the course is theoretical and practical preparation of the student for independent implementation of storyboard and concept art tasks, taking into account the basic knowledge of classical drawing and painting.

Concept art: The curriculum focuses on familiarizing the student with the basic issues of character design and the environment for the production of computer

**3**

games and film. Storyboard: The curriculum familiarizes the student with the basic knowledge in the field of film staging, editing and the role of the camera in the production of films and cinematics. It creates the ability to efficiently apply this knowledge in creating storyboards that meet the requirements of the market.

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### **GRAPHIC DESIGN BASICS I – project**

The aim of the study is to gain knowledge about the basic terms, terms and concepts in the field of artistic activities and graphic design; working on the student's visual sensitivity and developing the ability to communicate information through artistic and design activities, creating a message that carries form and content, maintaining the clarity of the visual message conveyed by the graphic design; shaping a creative attitude, open to cooperation, self-education and personal development. **3**

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### **BASICS OF GRAPHIC DESIGN I**

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### **VISUAL STRUCTURES I – project**

The aim of the study is: equipping students with knowledge gained directly from their own experience; providing students with the ability to relate in practice to some of the basic concepts and problems related to the construction of a visual work; individualization of creative attitudes in formulating visual statements by referring to the posed problems, and not on the basis of existing schemas; equipping with knowledge acquired indirectly - by learning about solutions other than your own regarding the issues related to the construction of visual works; stimulation of the creation process - self-discovery and presentation of visual problems, formulating them, carrying out a visual analysis and synthesis ending with a conclusion that gives a starting point for further research and solutions. equipping with knowledge acquired indirectly - by learning about solutions other than your own regarding the issues related to the construction of visual works. **3**

## **PHOTOGRAPHY I – project**

The aim of the course is: getting to know the development and history of photography (in short) and the basic elements of the photographic workshop including work in an atelier and in a darkroom; acquiring the ability to consciously organize the shooting plan and to control the selection of technical parameters for image recording consistent with the program assumptions, both in traditional cameras with silver media and on digital media. The didactic process, apart from mastering the workshop skills, is designed to stimulate the imagination, deepen artistic sensitivity and the ability to observe combined with making quick decisions about actions. Improving the ability to use computer programs (Photoshop and related). In line with technical and creative needs; striving to use the value of the creative and meaning potential of photography; developing teamwork skills.

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## **GRAPHIC PROGRAMS LAB I -project**

The aim of the course is to acquire the ability to develop a graphic design in a vector graphics program, 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 a project for applications in various media and deepening the skills of working in vector graphics programs.

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## **3D GRAPHIC AND ANIMATION I – project**

The aim of the course is to prepare the students to use in the field of computer workshop, graphic programs for editing extensive multimedia three-dimensional space; learning how to create three-dimensional elements, basic space modeling techniques, digital lighting and texturing of objects, use of scanline rendering.

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## **2nd year, 4th semester**

## **POPULAR ART / HISTORY OF PRINTMAKING AND PHOTOGRAPHY – lecture**

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

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### **ZDW: PAINTING AND DRAWING III / APPLYING DIGITAL MEDIA TO PAINTING AND DRAWING III – project**

The aim of the study is to gain knowledge about the basics of painting necessary for future graphic designers and introduce the issues of form such as framing and composing, value and chiaroscuro, color and spatial relations. Students will learn about historical experiences in this area.

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### **ZDW: PRINTMAKING III / DIGITAL PRINTMAKING III – project**

The aim of the course is broadening the knowledge and skills in the field of workshop graphics; practical use of gravure and relief printing techniques; experimenting with materials in the preparation of the matrix and substrate for the graphic print; developing the skill of free artistic expression through small and large graphic forms; shaping an attitude open to: personal development, cooperation and self-education; achievement by students of specialist artistic qualifications and skills; workshop and intellectual in the field of various graphic techniques; free choice of issues and their workshop implementation as an opportunity for development, effective presentation of a creative attitude and real artistic achievements.

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### **TYPOGRAPHY I – project**

The aim of the course is to acquire the ability to develop a graphic design in the Id and vector graphics program, to deepen theoretical knowledge related to computer graphics (e.g. color models, vector graphics, graphic file formats, compression methods and others), acquiring the ability to prepare long documents and prepare a project for use in various media, and to deepen the skills of working in vector graphics programs; education of a designer with the ability to think precisely, clearly formulate design assumptions in a form that is as communicative as possible and compatible with technology, preparation for publishing design; basics of typography; providing students with a knowledge of the basics of typography, design methodology enriched with a wide context of relations taking place in the visual arts and the latest technologies will allow for shaping a creative attitude in the changing conditions of his future independent creative activity.

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### **MULTIMEDIA AND DIGITAL TECHNIQUES I – tutorials**

The aim of the course is gaining basic knowledge and skills in creating computer graphics in Adobe Photoshop; acquiring basic knowledge and skills in the field of computer graphics in Adobe Illustrator, acquiring basic knowledge and skills in the field of computer graphics in the Adobe Indesign program; acquiring basic skills in creating computer graphics, animations and special effects possible in After Effects.

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### **VISUAL STRUCTURES III – project**

The aim of the course is equipping students with the practical ability to relate to some of the basic concepts and problems related to the construction of a visual work; equipping with knowledge gained directly from your own experience; individualization of creative attitudes in formulating visual statements by referring to the problems posed, and not on the basis of existing patterns; equipping with knowledge acquired indirectly - by learning about solutions other than your own regarding the issues related to the construction of visual works; stimulating the process of creation - self-discovery and presentation of visual problems, formulating them, carrying out a visual analysis and synthesis ending with a conclusion that gives a starting point for further searches and solutions.

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### **PHOTOGRAPHY III – tutorials**

The aim of the course is improving the knowledge and experience gained in the previous year related to the use of continuous and flash lighting in the studio according to the requirements in exercises and searching for your own creations; deepening the ability to consciously organize the shooting plan and control the selection of technical parameters for image recording consistent with the program assumptions, both in traditional cameras with silver media and on digital media. The didactic process, apart from mastering the workshop skills, is designed to stimulate the imagination, creativity, deepen the artistic sensitivity and the ability to observe and make quick decisions to act; use of computer programs (Photoshop and related). In line with technical and creative needs; use of photographic experiments and improving the use of the value of the creative and meaning potential of photography; teamwork.

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### **COMPUTER WORKSHOP III – tutorials**

The aim of the course is preparing the student to use in the field of computer workshop, graphic programs for editing extensive multimedia three-dimensional space and learn how to create three-dimensional elements, basic space modeling techniques, digital lighting and texturing of objects, use of scanline rendering.

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### **EDITORIAL DESIGN I – tutorials** **VISUAL COMMUNICATION AND MULTIMEDIA**

The aim of the course is education of a designer with the ability to think precisely, clearly formulate design assumptions in a form that is as communicative as possible and compatible with technology; book design; Ebooks. This subject is intended for student to acquire practical skills and social competences, and is implemented:  
- in conditions appropriate for the given scope of professional activity,

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- in a way that enables students to perform practical activities,
  - by a person with professional experience gained outside the university.
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### **MULTIMEDIA & INTERACTIVE GRAPHIC DESIGN I – tutorials**

#### **VISUAL COMMUNICATION AND MULTIMEDIA**

The aim of the course is acquiring the ability to prepare a project adapted for publication on the Internet or on a mobile device, including interaction, and broadening the basic skills of working in graphics programs from the Adobe suite. 2

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### **SYSTEMS OF VISUAL IDENTITY – tutorials**

#### **VISUAL COMMUNICATION AND MULTIMEDIA**

The aim of the study is creating graphic designs in response to a given problem / brief from the client; creation of logos for new or existing companies; creating coherent systems of visual identification; market observation - design trends, the latest implementations, analysis of competitors' works. 2

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### **COMPUTER GAME PROJECT I – tutorials**

#### **GRAPHICS 3D I GAME ART IV**

The aim of the course is to gain knowledge about the game design process; creating design documents: OnePager and Game Design Document; taking inspiration from famous and niche games; shaping an attitude open to personal development, cooperation and self-education. 2

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### **LEVEL DESIGN I – tutorials**

#### **GRAPHICS 3D I GAME ART IV**

The aim of the study is to gain knowledge about the game level design process; learning about the game engine (UE4) as a level creation tool; taking inspiration from famous and niche games; shaping an attitude open to personal development, cooperation and self-education. 2

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### **COMPUTER GAMES DESIGN I – tutorials**

#### **GRAPHICS 3D I GAME ART IV**

The aim of the course is to gain the knowledge about the process of designing graphic interfaces in games; creating a GUI for your own game, taking inspiration from famous and niche games; shaping an attitude open to personal development, cooperation and self-education. 2

**ZDW: ANALYSIS OF AN ARTWORK / HISTORY AND THEORY OF PHOTOGRAPHY – lecture**

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

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**TYPOGRAPHY III – project**

The aim of the course is creation of typographic, theater, advertising and information poster; education of a designer with the ability to think precisely, clearly formulate design assumptions in a form that is as communicative as possible and compatible with technology; equipping students with knowledge in the field of design methodology enriched with a wide context of relations taking place in the visual arts and the latest technologies will allow for shaping a creative attitude in the changing conditions of his future independent creative activity.

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**MULTIMEDIA AND DIGITAL TECHNIQUES III – tutorials**

The aim of the course is expanding the area of knowledge about Adobe Premiere; developing the area of knowledge regarding image and sound editing; Preparing the student for a self-made project in Adobe Premiere.

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**PHOTOGRAPHY V – project**

The aim of the course is improving the knowledge and experience gained in previous years related to the use of the photographic workshop in accordance with the interpretation requirements and searching for one's own creative possibilities; further deepening of the ability to consciously organize the shooting plan and control the selection of technical parameters for recording a photographic image consistent with the assumptions, individual search towards your own subject of your BA thesis. The didactic process is designed to stimulate the imagination, creativity, authorial responsibility, deepen the artistic sensitivity and the ability to observe combined with making quick decisions to act; conscious use of computer programs (Photoshop and related). Compliant with technical and creative needs without unnecessary abuse of ready-made effects. Using your own ideas for photographic experiments and

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perfecting a fuller use of the value of the creative and meaning potential of photography.

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#### **COMPUTER WORKSHOP V – tutorials**

The aim of the course is to prepare the student to independently design characters for use in computer games. 2

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#### **EDITORIAL DESIGN III – tutorials VISUAL COMMUNICATION AND MULTIMEDIA**

The aim of the course is designing commercial and copyright calendars; designing single, double and triple calendars. After completing the course, students know the technology and construction of typographic calendars and calendars, including those of a commercial nature. They learned about the design of notebook calendars, torn calendars, pocket calendars ...; designing commercial and proprietary catalogs. They designed company and product catalogs as well as exhibition and author catalogs in this portfolio; designing company catalogs with commercial products, exhibition catalogs, author's catalogs. 2

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#### **MULTIMEDIA & INTERACTIVE GRAPHIC DESIGN III – tutorials VISUAL COMMUNICATION AND MULTIMEDIA**

The aim of the course is acquiring the ability to prepare a project adapted for publication on the Internet or on a mobile device, including interaction and broadening the skills of working in graphics programs from the Adobe package. 2

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#### **SYSTEMS OF VISUAL IDENTITY III- tutorials VISUAL COMMUNICATION AND MULTIMEDIA**

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