



**University of
Humanities and
Economics in Lodz**

**ERASMUS+ INCOMING STUDENTS
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH
GRAPHICS
WINTER SEMESTER 2025/2026**

3rd year, 5th semester

**GRAPHICS
BACHELOR**

**Elective: 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?

2

LEARNING OUTCOMES

In terms of knowledge

The student has knowledge in the field of art theory and philosophical aesthetics.

In terms of skills

The student can distinguish between the form, content, and expression of a work of art.

The student can write an analysis of a selected work of art and a review of a current artistic event.

In terms of social competences

The student is open to aesthetic values, analyzes, interprets, and critiques works of

art, and is open to feedback on their own work.

COURSE CONTENT

1. The subject of the theory and history of photography in the context of art history and anthropology.
2. Types of definitions of photography.
3. Photographic documentary.
4. Staged photography.
5. Photographic form – the evolution of the concept.
6. Theories of photography: V. Flusser, R. Barthes, A. Sekula, S. Sontag.
7. Aesthetics and anti-aesthetics of photography.

TEACHING METHODS

Full-time / part-time studies:

- Conversational lecture
- Didactic discussion
- Brainstorming
- Analysis of selected works of art
- Individual work

Method of verifying education: project, activity during classes

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.

2

Learning Outcomes

In terms of knowledge:

- Has knowledge of graphic design and principles related to the execution of artistic works relevant to the field of study and specialization.
- Is aware of changes occurring in graphic and print technologies, as well as their impact on the visual form of graphic works.
- Mastery of the graphic arts and developmental trends in the history of

various artistic disciplines, including representative works, related publications, and styles in art, as well as creative and interpretive traditions associated with them.

- Knows developmental trends in relevant art fields and artistic disciplines specific to the course of study.
- Understands the connections and dependencies between theoretical and practical elements of the curriculum and concepts related to copyright law, as well as knowledge of financial, marketing, and legal aspects of the artist's profession in their specialty.

In terms of skills:

- Consciously selects appropriate artistic means of expression for specific problems and ensures a close connection between form and function, visual composition, and creatively seeks solutions in graphic design. Analyzes the impact of visual communication in urban space and develops conceptual assumptions for their project. Synthesizes analyzed issues into a visual summary that captures the essence of the message. Defines the graphic form and chooses the implementation technology, presenting a form appropriate to the topic.
- Independently analyzes, creates, designs, and oversees the execution of their projects. Can consciously use artistic tools in selected areas of visual activity, appropriately employing techniques and technologies during the execution of artistic works. Makes independent decisions regarding the design and realization of their own artistic projects.
- Is prepared to use contemporary artistic means of expression. Independently decides on the medium used in their work. Carries out their artistic activities based on diverse stylistic concepts resulting from free and independent use of imagination, intuition, and emotionality.
- Collaborates with others in team projects (including interdisciplinary ones).

In terms of social competences:

- Understands the need for lifelong learning; independently updates and expands knowledge about modern processes and technologies, and can inspire and organize the learning process for others.
- Critiques and is open to criticism of their own work.

Program Content

1. The impact of typography on a macro scale.
2. The interdependence of typography and image.
3. Theatrical, advertising, and informational typographic posters.
4. Zone posters.
5. Affiches.

Teaching Methods

- Problem-based lecture
- Didactic discussion

- Project-based learning
- Individual student work

Method of verifying education: project, activity during classes

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.

Learning Outcomes

In terms of knowledge:

- Has knowledge of Adobe Premiere, including collaboration with After Effects.
- Possesses knowledge of visual and sound effects in Adobe Premiere.
- Has knowledge of film editing techniques.

In terms of skills:

- Utilizes tools in After Effects and Adobe Premiere.
- Consciously selects appropriate visual elements and effects for the project.
- Creates advanced editing tasks, including soundtrack integration and film title sequences.

2

In terms of social competences:

- Independently makes artistic decisions in the field of artistic activity – graphic projects, demonstrating creative initiative and high creativity.
- Collaborates with a team and acts in an entrepreneurial manner.

Program Content

1. Preparation of source materials in After Effects.
2. Working with text tools in Adobe Premiere – creating a film title sequence.
3. Working with visual effects in Adobe Premiere.
4. Working with sound effects in Adobe Premiere.

Teaching Methods

- Project-based learning
- Individual work
- Brainstorming

Method of verifying education: project, activity during classes

2

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

Learning Outcomes

In terms of knowledge:

- Applies theoretical knowledge of art history and photography to photographic practice.
- Integrates organized knowledge from the theory of photography, art history, philosophy, and aesthetics into photographic expression.
- Creates photographic images based on interdisciplinary knowledge.
- Utilizes theoretical and technical knowledge of photography to produce original photographic works.
- Applies photographic knowledge acquired through education for artistic and scientific development.

In terms of skills:

- Operates a camera and other equipment required to create original photographs.
- Uses established photographic processes and enhances them with interdisciplinary skills when creating visual works.
- Adjusts camera settings and lighting equipment according to the needs of a photo session and ensures proper exposure.
- Takes photographs using skills from other disciplines.
- Produces a set of original photographs based on independent thinking and skills from other art forms.

In terms of social competences:

- Collaborates in a team and expresses opinions constructively.
- Shares knowledge in interdisciplinary environments.
- Prepares and presents personal projects and artistic achievements both directly and online.

Program Content

1. The latest trends in photography and photographic events.
2. Notable exhibitions and Polish photographers.
3. Building photographic compositions. Working with the camera. Technical problem-solving exercises.
4. Enhancing photography skills: correct framing of subjects. Correlating theoretical knowledge with practical experience.
5. Using Adobe software and other tools to process photographic images for graphic purposes.
6. Personal photographic expression: finding a subject for realization.
7. Technical aspects of personal expression: image construction, style, and graphic processing.
8. Preparing an original set of works supported by literature and theoretical explanation.

Teaching Methods

- Conversational lectures
- Project-based learning
- Practical exercises

Method of verifying education: project, activity during classes, activity during classes

COMPUTER WORKSHOP V – tutorials

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

Learning Outcomes

In terms of knowledge:

- Possesses advanced skills in 3D graphics. Recognizes the need to be familiar with the latest software for character design. Is aware of the technological and practical limitations imposed by the computational capabilities of modern hardware.

2

In terms of skills:

- Independently selects methods for character modeling and implements personal artistic concepts.
- Uses advanced tools for character modeling and rigging. Capable of independently exploring new technological solutions in character design and modeling.
- Designs and creates characters independently.

In terms of social competences:

- Recognizes the need for continuous professional development in creating

four-dimensional spaces and sets priorities consciously. Analyzes works and makes critical evaluations.

Program Content

1. Definition of characters and their role in animation, film, and computer games.
2. Advanced tools for character modeling.
3. Basics of character skeleton systems.
4. Skinning and rigging characters.

Teaching Methods

- Lecture
- Project work
- Individual corrections of independently completed semester projects

Method of verifying education: project, activity during classes, activity during classes

Level Design III tutorials

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.

Learning Outcomes

In terms of knowledge:

- Possesses advanced skills in 3D graphics. Recognizes the need to be familiar with the latest software for character design. Is aware of the technological and practical limitations imposed by the computational capabilities of modern hardware.

2

In terms of skills:

- Independently selects methods for character modeling and implements personal artistic concepts.
- Uses advanced tools for character modeling and rigging. Capable of independently exploring new technological solutions in character design and modeling.
- Designs and creates characters independently.

In terms of social competences:

- Recognizes the need for continuous professional development in creating four-dimensional spaces and sets priorities consciously. Analyzes works and makes critical evaluations.

Program Content

1. Definition of characters and their role in animation, film, and computer games.
2. Advanced tools for character modeling.
3. Basics of character skeleton systems.
4. Skinning and rigging characters.

Teaching Methods

- Lecture
- Project work
- Individual corrections of independently completed semester projects

Method of verifying education: project, activity during classes

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.

Learning Outcomes

In terms of knowledge:

- Possesses knowledge about the history of writing, printing, books, printing technology, and terminology.
- Has in-depth knowledge of the functions of publishing in social and cultural contexts. Knows various literary genres and their design (fiction, fantasy, science fiction, poetry).
- Can analyze artistic phenomena in publishing both historically and contemporarily, creating their own graphic designs.
- Knows the structure of a book, its binding, and editorial processes. Understands developmental trends in relevant fields of art and artistic disciplines. Knows the relationships between theoretical and practical elements of the curriculum, concepts and principles of copyright law, as well as financial, marketing, and legal aspects of the artist's profession.
- Has knowledge of related disciplines that allows for interdisciplinary task completion.

2

In terms of skills:

- Analyzes source material and develops conceptual assumptions for their

project. Can create and realize their own artistic concepts and possesses skills needed to express them, including skills in shaping space and various plastic forms.

- Uses artistic workshop tools consciously in selected areas of artistic activity. Applies the appropriate technique and technology during the execution of artistic work. Makes independent decisions regarding the design and realization of their own artistic work.
- Determines graphic form and selects execution technology. Can carry out artistic activities based on stylistically varied concepts derived from free and independent use of imagination, intuition, and emotionality.
- Collaborates with others in team work (including interdisciplinary). Possesses skills in presenting and self-presenting their projects.

In terms of social competences:

- Builds relationships with people involved in their projects, maintains autonomy in thought and action, and understands the actions of others in the context of their emotional states.
- Understands the need for lifelong learning; independently updates and expands knowledge in modern processes and technologies, and can inspire and organize the learning process for others.

Program Content

1. Analysis of content and project assumptions. Classification of book publications. Book structure. Determining the method of book publication. Book design. Columns, margins, title pages, table of contents, main text: choice of typeface, initial letters, initials, line spacing, paragraphing, titles, subtitles, pagination, hyphenation and justification, kerning and tracking. Informational and auxiliary materials, pagination, errata.
2. Softcover and its binding. Cover with flaps. Jacket, hardcover. Content and its graphic structure. Typographic and illustrated covers.
3. Layout of text and illustrative material.
4. Hierarchy of typographic layouts – title, subtitle, introduction, initial letters, paragraphs.
5. Ebooks, converting traditional books to ebooks.

Teaching Methods

- Didactic discussion
- Individual case analysis
- Project work
- Workshop method
- Individual work

Method of verifying education: project

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

Learning Outcomes

In terms of knowledge:

- Understands the need to be familiar with the latest software tools for creating and editing graphic design. Recognizes the importance of user-friendly design principles.
- Knows the functions of graphic design programs. Can identify and define issues related to interactive graphics.

In terms of skills:

- Applies theoretical knowledge to create a graphic design project.
- Justifies the use of specific techniques. Prepares the project for publication in selected media: the Internet, mobile devices.
- Mastered workshop techniques enabling continuous development. Can independently access necessary tools and information.

In terms of social competences:

- Evaluates publication projects prepared by themselves and their peers. Can present arguments supporting the solutions used in the project.

Program Content

1. Graphic tools, workspace formats.
2. Tools of Adobe software suite. Ability to work with GRID layout, project mockups.
3. Mobile application design.

Teaching Methods

For both full-time and part-time studies:

- Workshop method
- Project work
- Individual work

Method of verifying education: project, activity during classes

The aim of the course 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.

Learning Outcomes

In terms of knowledge:

- Describes the design of letter structures, words, and signs by combining them into new typographic images.
- Understands the differences between the structure of words and images in logo design.
- Possesses knowledge enabling the correct description of designed logos and identifications.

2

In terms of skills:

- Utilizes modern technology. Proficient in both traditional and contemporary artistic expression methods.
- Uses technology in the production of photographic and video material (post-production and special effects). Deliberately selects artistic means appropriate for specific problems.
- Makes independent decisions regarding the design and realization of their own artistic works.

In terms of social competences:

- Builds relationships with people involved in preparing their own projects. Maintains autonomy in thinking and action, and understands the actions of others in the context of their emotional states.
- Reflects on the social, scientific, and ethical aspects related to their work; is aware of the ethical principles and norms in graphic design and research.

Program Content

1. Designing a logo and identity for the 'Łódź Fabryczna' station.
2. Visual identity system – Brand Book.
3. Revisions and discussions regarding sketches and preliminary designs.
4. Revisions and discussions concerning the refinement of the chosen project.
5. Printing the work at a selected print shop – preparing for print / collaborating with the print shop / checking print quality.
6. Preparing the presentation of graphic works.

Teaching Methods

- Project work
- Didactic discussion

- Analysis of individual cases

Method of verifying education: project

COMPUTER GAME PROJECT III – tutorials GRAPHICS 3D I GAME ART IV

The aim of the course is learning 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.

Learning Outcomes

In terms of knowledge:

- Possesses knowledge in designing computer, console, and mobile games, and can independently analyze a game and its content.

In terms of skills:

- Can prepare project documents (One Pager, Game Pitch, and Game Design Document), research market trends, and transform ideas into a game.

In terms of social competences:

2

- Effectively utilizes intuition, imagination, individual creative potential, as well as acquired knowledge and experience in solving creative problems and in professional activities.

Program Content

- Art Direction in computer games.
- Iterating your GDD based on consultations.

Teaching Methods

For both full-time and part-time studies:

- Lecture
- Project work
- Market analysis

Method of verifying education: project

Awareness of the value of made decisions

The aim of the subject is to familiarize students with concepts from the field of axiology, prepare students to analyze their own hierarchy of values, and show the relationship between choices made and needs and values.

1

Learning Outcomes

In terms of knowledge:

- Understands the concepts of axiology.
- Is able to analyze their own value hierarchy.
- Recognizes the relationship between personal choices and needs/values.

In terms of skills:

- Articulates views on selected axiological issues of the contemporary world.
- Analyzes and verifies their own value hierarchy.
- Organizes their vision of the future based on their values.

In terms of social competences:

- Justifies their opinions and reasons.
- Makes conscious decisions.
- Accepts others.

Program Content

1. Perception of values in selected philosophical currents (relativism, absolutism, objectivism, subjectivism).
2. Real versus declared values.
3. Selected axiological issues of the contemporary world.
4. Perception of good and evil.
5. Awareness of the current hierarchy of values.
6. Conflict of values.
7. Freedom and responsibility in action.
8. Goals and values in life planning – the significance of purpose in human life.

Teaching Methods

- Didactic discussion
- Brainstorming
- Dramatic techniques
- Workshop method

Method of Verifying Education: activity during classes

COMPUTER GAMES DESIGN III – 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.

Learning Outcomes

In terms of knowledge:

- Has knowledge of graphic user interface (GUI) design for computer, console, and mobile games.

In terms of skills:

- Can prepare elements of the graphical user interface using Adobe Photoshop.
- Can design and create the main menu of a game.

In terms of social competences:

- Effectively uses intuition, imagination, individual creative potential, and acquired knowledge and experience to solve creative problems and in professional activities.

Program Content

1. Using tools for graphic interface design, such as Adobe Photoshop, Adobe Illustrator, and Sketch.
2. Designing and implementing graphic interface elements such as buttons, sliders, text fields, and others.
3. Designing GUI and inventory.
4. Consultations.

Teaching Methods

- Exercises
- Individual corrections
- Individual work
- Project work

Method of Verifying Education: project, activity during classes