



**Akademia  
Humanistyczno  
Ekonomiczna  
w Łodzi**

**2026-2027**

# **ACADEMIC OFFER**

**GRAPHICS**



# GRAPHICS

Language: **English**

Spring **2026-2027**

**Graphics Bachelor**

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# Storyboard & Concept Art II

exercises

3 ECTS

## Teaching methods

didactic discussion / workshop method / individual and group assignments / brainstorming

## Method of verifying education

project / assignments / activity during classes

## OBJECTIVES

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 3 issues of character design and the environment for the production of computer 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.

## COURSE CONTENT

- Converging perspective with one, two, and three vanishing points.
- Techniques for creating spatial illusions in visual arts.
- Sketching with the principle of "from general to specific."
- Creating engaging visual works in the context of pure form theory.
- Studies of still life and the human figures, drawing on their observations and experiences.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Has knowledge of human anatomy and the main principles of character design.
- Knows the principles of using Photoshop and related programs (Clip Studio Paint, Krita, Procreate, etc.).
- Understands concepts like layers, blending modes, and clipping masks.
- Understands the principles of visual communication of character traits and attributes of inanimate objects.

### In terms of abilities:

- Can design a character to be anatomically accurate and coherent, with visual features that reflect its attributes and character.
- Can design a set of utilitarian objects so that their appearance conveys their purpose and reveals the characteristics of their owner.

### In terms of social competencies

- Communicates in a polite and clear manner, precisely expressing ideas and formulating questions. Demonstrates engagement and a desire to improve skills. Actively participates in discussions.
- Continuously seeks new solutions and innovative ideas, particularly in the field of design.

# Digital Painting II

exercises

2 ECTS

## Teaching methods

discussion / workshop method / brainstorming / assignments, project implementation

## Method of verifying education

project / assignments / activity during classes

## OBJECTIVES

Theoretical and practical preparation of students for independently completing tasks in digital graphics, with an emphasis on knowledge of classical drawing and painting. The course focuses on teaching students techniques for creating and processing digital images, particularly in the context of preproduction for video games, films, and illustrations.

## COURSE CONTENT

- Converging perspective with one, two, and three vanishing points.
- Techniques for creating spatial illusions in visual arts.
- Sketching with the principle of "from general to specific."
- Creating engaging visual works in the context of pure form theory.
- Studies of still life and the human figuredents, drawing on their observations and experiences.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Has knowledge of converging perspective and methods of its representation.
- Knows and understands concepts such as the horizon line and vanishing point.
- Understands the concept of pure form.

### In terms of abilities:

- Creates correct abstract visual compositions according to given guidelines.
- Can paint from imagination on various themes: figure study, portrait, still life, landscape.
- Can quickly sketch a figure, considering major forms, proportions, and movement, applying the principle of "from general to specific."
- Can draw converging perspective with one and two vanishing points.

### In terms of social competencies

- Independently expands knowledge and skills by engaging with artworks, seeking inspiration and additional information about techniques of interest.
- Engages in dialogue with other students.

# Painting II

exercises

1 ECTS

## Teaching methods

individual and group assignments / discussion in class / workshop method / case analysis

## Method of verifying education

assignments / activity during classes

## OBJECTIVES

The aim of the course is preparing students to work with form in painting so that it can be applied to graphic design tasks. Developing the ability for symbolic thinking. Conscious artistic creation based on creative invention and new sources of inspiration.

## COURSE CONTENT

- Working with a model, learning proportions and chiaroscuro in the context of a given space. Watercolor sketches on paper.
- Still life using acrylic paint on canvas. Learning the principles of color combination. Developing individual artistic expression, spots, gestures, etc.
- Abstraction as a search for one's own path in the process of image creation - experiments with free painting gestures and structure.
- Stimulating the student's creative imagination.
- The ability to relate to solutions in contemporary art, striving to find one's own creative language in its context.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Knows and understands selected issues of form, such as framing and composition, colour, value and chiaroscuro, spatial relationships, as well as the history of artistic approaches in this area.

### In terms of abilities:

- The student is able to combine various techniques and technologies within a single visual artwork. Develops skills in the field of painting. Can create a visual work using different means of artistic expression. Is able to present an artistic problem through painterly means. Can present his/her own creative work with reference to the techniques and styles studied.

### In terms of social competencies

- Is prepared to work on the organization of exhibitions, including collaboration with other specialists, as well as to archive and promote his/her own artistic work.

# Graphics and 3D Animation II

project

4 ECTS

## Teaching methods

lecture / project-based method / self-directed semester projects.

## Method of verifying education

project / assignments / activity during class

## OBJECTIVES

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.

## COURSE CONTENT

- Definition and properties of 3D space.
- 3D modeling tools.
- Basics of object texturing.
- Lighting creation in 3D space.
- Rendering methods

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Mastery of 3D graphics tools.
- Recognizes the need to be familiar with the latest 3D modeling software and is aware of the technological and practical limitations posed by the computational power of contemporary hardware.

### In terms of abilities:

- Independently selects spatial modeling methods and realizes personal artistic concepts. Utilizes 3D modeling, rendering, and scene lighting tools.
- Capable of independently seeking new technological solutions in the field of 3D modeling.
- Independently designs spatial compositions.

### In terms of social competencies

- Recognizes the need for continuous professional development in the field of 3D space creation.

# Computer Workshop II

project

4 ECTS

## Teaching methods

didactic discussion / project-based method / case study

## Method of verifying education

project / assignments / activity during class

## OBJECTIVES

Acquisition of skills for developing graphic projects using vector and bitmap graphic software, deepening theoretical knowledge related to computer graphics (e.g., color models, vector graphics, bitmap maps, graphic file formats, compression methods, etc.), and gaining skills in preparing lengthy documents and projects for use in various media, as well as enhancing skills in working with vector and bitmap graphic programs.

## COURSE CONTENT

- Vector graphics / working with Bézier curves (joining, trimming, path filters, etc.), bitmap graphics, working with layers, using textures, brushes, and lighting effects. Animating vector and bitmap graphics.
- Creating multi-page documents, columns, gutters, margins, bleeds, creating master pages, automating pagination, styles, style anchoring.
- Transferring projects between programs and platforms (packages with links, fonts). Placing illustrations in columns, anchoring illustrations.
- Introductory knowledge of typographic measurements, the construction of graphic signs – letter, word, sentence, paragraph, character height versus column width, line spacing.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Has organized knowledge in the theory and practice of artistic and design graphics, as well as contemporary media, including appropriate terminology and methodology. Possesses interdisciplinary knowledge in art history and aesthetics. Knows terminology related to typography and graphic design. Has learned the functions of programs such as iD, Ai, Ps, and Ae.

### In terms of skills:

- Prepares effective visual communication for companies, products, and socio[1]cultural and commercial ventures using contemporary media. Has basic skills in using functions of iD, Ai, Ps, Ae, and Bridge. Can create a multi-page document with pagination, live pagination, anchoring illustrations, and working with master pages. Can work with styles, create bitmap graphics using collage with brushes, textures, and lighting effects, and perform basic animation of the created graphics. Can design a publication, such as a dictionary or a catalog of fonts available on the computer. Can create a table of contents and footnotes in the text. Designs virtual spaces and 3D graphic elements for advertising, spatial visualizations, and practical graphic applications.

### In terms of social competencies

- Establishes relationships with people involved in their project, maintains autonomy in thinking and acting, and understands others' actions in the context of their emotional states. Can appropriately set priorities for completing tasks, understands the significance of knowledge in solving cognitive and practical problems in the field of graphics.

# Photography II

exercises

3 ECTS

## Teaching methods

seminar / project-based method / case study

## Method of verifying education

project / assignments / activity during class

## OBJECTIVES

Improving the skills acquired in the previous semester in working in a photography studio. Deepening skills in conscious framing, composition, organizing a photo shoot, and selecting settings and technical parameters, as well as recording photographic images. Improving skills in using selected computer programs and applications for processing and editing digital photos, in accordance with technical and creative needs.

Expanding individual and team work skills in the context of increasingly complex tasks. Stimulating curiosity, imagination, and artistic sensitivity, with particular emphasis on visual sensitivity. Improving observation skills combined with decision-making in the field of composition and creation of photographic images.

## COURSE CONTENT

- The history of world photography within the context of global art history. The history of philosophical and aesthetic thought in relation to changing trends in photography.
- The history of Polish photography. Major Polish photographers and the themes they have addressed.
- Technical aspects of photography. Types of composition in photography and their translation into the fine arts. The significance of black and white, color, light, and perspective in photographic framing.
- Working with an analog camera. Building a photographic frame. Practicing correct framing of a given subject. Correlating theoretical knowledge of composition with technical knowledge. Working in an analog darkroom in relation to working with digital cameras and digital darkroom techniques.
- Using photographic images in graphic design, animation, painting, film, performance art, etc. In both historical and contemporary contexts. Expressing philosophical thoughts and self-expression based on key creators who use photography in art.
- Using Adobe programs and others to process photographic images for graphic purposes.
- Finding subjects and personal forms of photographic expression.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Has theoretical knowledge in the history of art and photography.
- Applies organized knowledge of photography theory and the history of art, philosophy, and aesthetics to analyze photographic images.
- Creates analog or digital photographic images based on interdisciplinary knowledge.
- Utilizes theoretical and technical knowledge in photography and correlates it with theoretical and technical knowledge from other fields to create their own photographic work.
- Uses photographic knowledge acquired through education for artistic and scientific development.

### In terms of skills:

- Operates analog and digital cameras and studio equipment.
- Uses traditional photographic processes based on silver halide media and masters digital darkroom work to expand creative possibilities in photography.
- Adjusts the settings of analog and digital cameras as well as lighting equipment according to the needs of a photo session and captures images with proper exposure.
- Applies photography skills for interdisciplinary purposes.
- Develops independent thinking while working on a personal set of photographs, integrating skills from other disciplines.

### In terms of social competencies

- Collaborates in a team and expresses opinions constructively.
- Shares knowledge in an interdisciplinary environment.
- Prepares and presents their own projects and artistic achievements both directly and online

# Visual Structures II

project

3 ECTS

## Teaching methods

project-based method / case study analysis  
workshop method / didactic discussion

## Method of verifying education

project / assignments / activity during class

## OBJECTIVES

Equipping students with knowledge of selected concepts in the field of visual work construction and the practical application of knowledge about visual work construction. Individualizing creative attitudes in the formulation of visual statements by referring to the problems posed, based on one's own knowledge and experience, going beyond existing patterns. Equipping students with knowledge acquired indirectly – by learning about solutions other than their own to issues related to the construction of visual works. Stimulation of the creative process – independent discovery and posing of visual problems, formulating them, conducting visual analysis and synthesis, ending with a conclusion that provides a starting point for further exploration and solutions.

## COURSE CONTENT

- Perception versus knowledge. Differentiating between what we see and what we know about the subject of compositional considerations.
- Relativity in the perception of size.
- Relativity in the perception of color.
- Relativity in the perception of value.
- Relativity in the perception of weight.
- Relativity in the perception of minimal, maximal, and boundary effects.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Defines some concepts related to composition and aspects concerning the construction of visual works.
- Understands that this is part of interdisciplinary knowledge that they are beginning to acquire. Is aware of the impact of techniques and technologies on the form of visual expressions.
- Recognizes the technological and practical possibilities and limitations.
- Has knowledge in the fine and applied arts (both theoretical and practical) and translates it into something useful for their own purposes.

### In terms of skills:

- Independently defines the visual form in response to given problems. Identifies problems related to given issues and goes beyond them.
- Completes their own work and oversees the realization of projects that significantly exceed the technical and technological capabilities of the institutional or home workshop.
- Has mastered the workshop skills necessary for completing exercises. Independently decides on the medium used in visual creation and can independently find the necessary tools and information.
- Possesses the ability to present their work.

### In terms of social competencies

- Sees the need to enhance their skills in visual structures.
- Can analyze and interpret source materials and present their own projects.
- Critiques their own work and is open to feedback.
- Communicates with others and is open to collaboration.

# Fundamentals of Graphic Design II

project

3 ECTS

## Teaching methods

project-based method / Individual and group work

## Method of verifying education

project / assignments / activity during class

## OBJECTIVES

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. 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.

## COURSE CONTENT

- Using selected design methods in group work.
- Building visual communication, analysis of communication, narration
- Shaping the graphic interpretation of concepts, visualization

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- The student knows the terms, definitions, and concepts related to visual arts and graphic design. Can identify formal elements of a graphic design project, apply them in practice, and maintain the clarity of the visual message conveyed by the design.

### In terms of skills:

- The student defines and combines formal elements of a design, understands their impact, and graphically interprets concepts and meanings. Classifies differences in typefaces and basic paper formats, integrates text and images, and visualizes concepts. Executes a graphic design project in a chosen technique, using digital technology.

### In terms of social competencies

- The student shows initiative in activity in seeking artistic connections and inspirations.

# Art History II

lecture

3 ECTS

## Teaching methods

lecture / didactic discussion

## Method of verifying education

exam / assignments / activity during classes

## OBJECTIVES

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.

## COURSE CONTENT

- The concept of art and its transformations throughout history.
- Historical styles from the 5th century BC to the 21st century.
- Art in the Paleolithic, Neolithic, and ancient periods (Egypt, Mesopotamia).
- Early Christian, Carolingian, Romanesque, and Gothic art.
- The Renaissance, the Mannerist crisis, Baroque synthesis, Classicism, and Romanticism.
- Modernist art in the 19th century – from Realism to Post-Impressionism.
- Classical avant-garde art (1905-1930) – Cubism, Futurism, Abstraction, Dada, Surrealism, and Constructivism.
- The concept of anti-art in the 20th century – Marcel Duchamp.
- Variants of abstract art in the interwar period and its transformations up to the early 21st century.
- Defining artistic modernism after World War II – Action Painting, Minimal, Art, Pop Art, Conceptualism.
- Major achievements of Polish art in the 20th century (W. Strzemiński, K. Kobra, A. Wróblewski, M. Abakanowicz, A. Szapocznikow).
- Postmodernism in architecture, painting, and photography.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Has a structured understanding of the theory and practice of artistic and design graphics, as well as contemporary media, and is familiar with the appropriate terminology and methodology. Possesses interdisciplinary knowledge of the entire history of art and aesthetics and is able to interpret styles across historical periods. Has knowledge of philosophy and is familiar with the views of major philosophers. Possesses knowledge enabling the acquisition, iconographic analysis, and general interpretation of necessary information.

### In terms of skills:

- Recognizes artists and their works from specific historical periods. Compares works of art from different periods, identifying common features and differences. Analyzes and interprets both historical and contemporary works of art.

### In terms of social competencies

- Understands the need for lifelong learning, independently expands and updates knowledge in modern processes and technologies, and is able to inspire and organize the learning process for others.

# Digital Painting AR II

exercises

3 ECTS

## Teaching methods

didactic discussion / workshop method / brainstorm

## Method of verifying education

assignments / activity during classes

## OBJECTIVES

Theoretical and practical preparation of students for independent work in the field of digital graphics, taking into account knowledge of classical drawing and painting. The course focuses on teaching students techniques for creating and processing digital images, particularly in the context of creating graphics for the pre-production of computer games, films, and illustrations.

## COURSE CONTENT

- Perspective converging with one, two, and three points of convergence.
- Techniques for creating the illusion of space in the visual arts.
- Sketching using the principle of "from general to specific."
- Creating attractive works of art in the context of pure form theory.
- Studying still life and models.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Has advanced knowledge of convergent perspective and ways of presenting it. Knows and understands concepts such as the horizon line, vanishing point
- Knows the concept of pure form

### In terms of skills:

- Creates correct abstract art compositions according to given guidelines
- Is able to paint from imagination on any of the following topics: figure study, portrait, still life, landscape
- Can make a quick sketch of a figure, taking into account the main forms, their proportions and movement, using the principle of "from general to specific"
- Is able to draw a perspective converging with one and two vanishing points.
- Independently expands their knowledge and skills by engaging with works of art, seeking inspiration and additional information on techniques that interest them.

### In terms of social competencies:

- Engages in dialogue with other students and draws on their observations and experiences.

# Fundamentals of Programming II

exercises

2 ECTS

## Teaching methods

lectures / project methods /  
auditory/laboratory exercises

## Method of verifying education

exam / activity during classes

## OBJECTIVES

The aim of the course is to gain knowledge in the field of the subject. The students will learn to design, design computer programs and create the correct source code, as well as run the created program code using the selected translator.

## COURSE CONTENT

- Definition, elements, and examples of programming languages. Language reports. High-level programming languages. Programming techniques – structured vs. object-oriented.
- General structure of a computer program. Source and executable code. Translation methods. Compilation vs. interpretation of code.
- Program construction. Data types. Constants, variables, arrays. Arithmetic and logical operators. Assignment instructions, conditional instructions: single and multiple selection.
- Organizing repetition operations – iteration. Loop iteration counters. Increment vs. decrement. Variations of iterative instructions.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- Achieves knowledge in the subject area, including building and developing computer programs. Knows and understands methods for analyzing the given problem. Knows and understands complex relationships between analyzed data.

### In terms of skills:

- Achieves the ability to design correct source code for computer programs. Possesses skills in using selected compilers and tools for program development. Can design and program uncomplicated IT issues. Can use available literature to formulate and solve IT problems.

### In terms of social competencies

- Understands the need and knows the possibilities for continuous improvement of professional, personal, and social qualifications. Understands the need and knows the possibilities for continuously enhancing their own competences. Is aware of the importance and understands non-technical aspects and consequences of the work of a computer engineer.

# COMMUNICATION AND RELATIONS BUILDING

workshops

1 ECTS

## Teaching methods

lecture / didactic discussion / case study

## Method of verifying education

group and individual assignments / project /  
activity during classes

## OBJECTIVES

The course will explore strategies for establishing and maintaining connections through effective communication. It covers communication tools such as naming emotions, asking questions, and active listening, techniques like paraphrasing and mirroring. The importance of being precise and clear in communication will also be emphasised. Verbal and non-verbal communication means are going to be discovered, discussed and explored together with communication barriers, including cross-cultural context. The course participants will be equipped with practical tools and insights to communicate more effectively, build rapport and trust in order to establish relationships in both personal and professional setting.

## COURSE CONTENT

- Ways to effectively establish contact with another person.
- Tools for effective communication: naming feelings, using open questions, active listening: paraphrase, mirroring, precision of the message, "I" message.
- The role of verbal and non-verbal communication.
- Communication barriers.
- The role and importance of emotions in the process of communication and integration.
- Online communication.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- The student has knowledge of verbal and non-verbal communication, including methods and styles of communication as well as communication barriers.

### In terms of skills :

- The student establishes and deepens relationships with the group.
- The student chooses an effective communication strategy.
- The student uses selected tools for effective communication.
- The student is able to present themselves in an appropriate way to the situation.
- The student organizes teamwork.

### In terms of social competencies

- The student shows openness to solving individual and group communication problems.
- The student engages in teamwork and plays various group roles.

# ZDW: Intellectual Property Protection

exercises

1 ECTS

## Teaching methods

conversational lecture / case study

## Method of verifying education

colloquium / assignments / activity during classes

## OBJECTIVES

Acquiring knowledge about intellectual property and its protection in Poland and around the world.

## COURSE CONTENT

- Development of the protection of intangible assets from a historical perspective.
- International and national aspects of intellectual property protection.
- Origin and place of modern copyright and related rights.
- The relationship between intellectual property protection and competition policy, combating unemployment, innovation, and economic growth.
- Subject and entities of copyright—definitions.
- Authors' moral rights to protected works.
- Catalog of property rights and fields of exploitation of the work. Selected licensing issues.
- Forms of infringement of personal and property rights—the concept of plagiarism, piracy, database. The role of collective copyright management organizations.
- The concept and principles of permitted private and public use of a work. Libraries and schools have rights. The law of quotation.
- Special protection of computer programs, images, and correspondence.
- Protection of inventions, trademarks, and industrial designs. Community trade mark.
- Civil and criminal rules of liability for infringement of intellectual property rights.

## DESCRIPTION OF THE EXPECTED LEARNING RESULTS

### In terms of knowledge:

- The student knows and understands concepts of intellectual property, including copyright.
- The student knows the relationship between intellectual property protection and fair competition, innovation, and economic growth.
- The student knows the rules of intellectual property protection.
- The student knows and understands the differences between personal and economic copyrights.

### In terms of skills:

- The student is able to correctly define a work and other intellectual property objects in legal and economic terms.
- The student is able to assess which works are not covered by copyright protection and justify why not.
- The student is able to select information and statistical data to analyze the impact of intellectual property rights on the economy.

### In terms of social competencies:

- The student is aware of his knowledge of the social and economic role of intellectual property protection.
- The student acts in a professional manner, respecting intellectual property. Can create scientific texts and simple information without violating copyright law.