

**Subject card**

|  |   |  |   |                                     |  |            |     |
|--|---|--|---|-------------------------------------|--|------------|-----|
| <b>Subject name and code</b>                       | Visual communication tools II, PG_00130859  |  |   |                                     |  |            |     |
| <b>Field of study</b>                              | Cultural Studies  |  |   |                                     |  |            |     |
| <b>Date of commencement of studies</b>             | October 2024  | <b>Academic year of realisation of subject</b>           |   |                                     | 2025/2026  |            |     |
| <b>Education level</b>                             | Bachelor's studies  | <b>Subject group</b>                                     |   |                                     | Obligatory subject group in the field of study<br>Optional subject group |            |     |
| <b>Mode of study</b>                               | full-time studies   | <b>Mode of delivery</b>                                  |   |                                     | at the university  |            |     |
| <b>Year of study</b>                               | 2   | <b>Language of instruction</b>                           |   |                                     | Polish<br>None   |            |     |
| <b>Semester of study</b>                           | 4   | <b>ECTS credits</b>                                      |   |                                     | 3.0  |            |     |
| <b>Learning profile</b>                            | academic  | <b>Assessment form</b>                                   |   |                                     | credit   |            |     |
| <b>Conducting unit</b>                             | Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector   |  |   |                                     |  |            |     |
| <b>Name and surname of lecturer (lecturers)</b>    | <b>Subject supervisor</b>   |  | dr Jakub Maj  |                                     |  |            |     |
|  | <b>Teachers</b>   |  |   |                                     |  |            |     |
| <b>Lesson types</b>                                | <b>Lesson type</b>  | Lecture  | Tutorial  | Laboratory                          | Project  | Seminar    | SUM |
|  | <b>Number of study hours</b>  | 0.0  | 30.0  | 0.0                                 | 8.0  | 0.0        | 38  |
|  | E-learning hours included: 0.0  |  |   |                                     |  |            |     |
| <b>Learning activity and number of study hours</b> | <b>Learning activity</b>  | Participation in didactic classes included in study plan |   | Participation in consultation hours |  | Self-study | SUM |
|  | <b>Number of study hours</b>  | 38   |   | 2.0                                 |  | 35.0       | 75  |
| <b>Subject objectives</b>                          | The aim of the course is to teach students how to use basic tools for creating online content in visual and audiovisual form. During classes, students will learn, among others: basics of image editing and processing and preparing audiovisual materials for various purposes. |  |   |                                     |  |            |     |
| <b>Learning outcomes</b>                           | <b>Course outcome</b>   |  | <b>Subject outcome</b>  |                                     | <b>Method of verification</b>  |            |     |
|  | [KULL3_K03] Student correctly identifies and resolves problems related to the cultural studies profession, whether specializing in cultural criticism and popularization, cultural animation, or electronic media culture and website editing.                                    |  | The student correctly recognizes and solves problems related to the profession of a specialist in the field of electronic media culture and website editing |                                     | [SK2] presentation/project/paper/report                                  |            |     |
|  | [KULL3_K02] Student can determine the means and methods for achieving specific tasks, acting in an entrepreneurial manner.  |  | The student is able to determine the means and methods for implementing a specific task related to the creation of visual materials                         |                                     | [SK2] presentation/project/paper/report                                  |            |     |
|  | [KULL3_U07] Student prepares oral presentations and discussions on topics related to culture and art, including collaborative work within a team.   |  | The student prepares websites and visual materials for publication in various media   |                                     | [SU2] presentation/project/paper/report                                  |            |     |
|  | [KULL3_U01] Student conducts searches, analyzing, evaluating, and selecting information using various media while respecting intellectual property.   |  | The student is able to search and select information about the Internet and visual culture, as well as process it using various tools                       |                                     | [SU2] presentation/project/paper/report                                  |            |     |
|  | [KULL3_W06] Student has detailed knowledge in the fields of visual arts, theater, music, film, performance, and literature.   |  | The student has structured detailed knowledge of visual communication tools   |                                     | [SW2] presentation/project/paper/report                                  |            |     |

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| Subject contents   | Students complete large final projects or a team project, e.g. in the form of an advertising film or music video, website, visual materials for a promotional campaign, etc. |  |                               |
| Prerequisites and co-requisites                                |  |  |                               |
| Assessment methods and criteria                                | Subject passing criteria   | Passing threshold  | Percentage of the final grade |
|  | Final project  | 60.0%  | 100.0%                        |
| Recommended reading  | Basic literature   | The literature is determined by the instructor depending on the nature of the project or projects. |                               |
|  | Supplementary literature   | na   |                               |
|  | eResources addresses   |  |                               |
| Example issues/<br>example questions/<br>tasks being completed | Image and sound editing tools in the audiovisual production process  |  |                               |
| Work placement   | Not applicable   |  |                               |

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