

Subject card

Subject name and code	Audiovisual commercial forms, PG_00148575						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish None		
Semester of study	4	ECTS credits			3.0		
Learning profile	practical	Assessment form					
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jakub Maj				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	20		5.0		50.0	75
Subject objectives	The aim of the workshop is to:gain basic knowledge about various commercial short film forms, made on commission; practical use of the knowledge gained to prepare a film from the event.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAMU2_U02] He/she is able to independently acquire knowledge, plan activities and solve problems related to the production of short audiovisual forms.	The student is able to independently acquire knowledge, plan activities and solve problems related to the implementation of short audiovisual forms.	[SU2] presentation/project/paper/report
	[WOFKAMU2_W06] He/she characterizes the relationship between the theory of film and new media and the possibility of their use in professional practice related to the production of short audiovisual forms.	The student characterizes the connections between the theory of film and new media and the possibility of their use in professional practice related to the production of short audiovisual forms.	[SW2] presentation/project/paper/report
	[WOFKAMU2_K01] Critically evaluates his/her activity in the group and the results of teamwork related to audiovisual production.	The student critically evaluates his/her group activity and the results of teamwork related to audiovisual production.	[SK2] presentation/project/paper/report
	[WOFKAMU2_U08] He/she can independently prepare a project, scientific, artistic or organizational, commissioned by the supervisor.	The student is able to independently prepare a project, scientific, artistic or organizational, assigned by the supervisor	[SU2] presentation/project/paper/report
	[WOFKAMU2_K04] She/he can work in a production group and, regardless of their function, they can show initiative and willingness to solve common problems.	The student is able to work in a production group and, regardless of the function performed, is able to demonstrate initiative and willingness to solve common problems.	[SK2] presentation/project/paper/report
	[WOFKAMU2_K02] Understands the responsibility that comes with leading a production group.	The student understands the responsibility of leading a production group.	[SK2] presentation/project/paper/report
	[WOFKAMU2_U03] Can manage a group, choosing the right procedures, methods of action and tools leading to the implementation of the task.	The student is able to lead a group by selecting appropriate procedures, methods of action and tools leading to the implementation of the task.	[SU2] presentation/project/paper/report
	[WOFKAMU2_U04] In the implementation of practical tasks, the student is able to use modern information technologies and professional audiovisual equipment.	When carrying out practical tasks, the student is able to use modern information technologies and professional audiovisual equipment.	[SU2] presentation/project/paper/report
	[WOFKAMU2_U09] In contacts with film experts and audiovisual creators, he/she uses scientific or professional vocabulary.	When contacting film experts and audiovisual media creators, the student uses scientific or professional vocabulary.	[SU2] presentation/project/paper/report
	[WOFKAMU2_W03] He/she knows the current stylistic and workshop trends in the production and implementation of audiovisual forms.	The student knows the current stylistic and workshop trends in the production and implementation of audiovisual forms.	[SW2] presentation/project/paper/report
	[WOFKAMU2_U05] He/she has in-depth technical skills needed to make short films and other audiovisual forms.	The student has in-depth workshop skills needed to make short films and other audiovisual forms.	[SU2] presentation/project/paper/report
	[WOFKAMU2_K03] He/she is responsible for the audiovisual equipment entrusted to him and for work safety.	The student is responsible for the audiovisual equipment entrusted to him and for work safety.	[SK2] presentation/project/paper/report
	[WOFKAMU2_K05] Is aware of the importance of intellectual integrity and respect for production copyright.	The student is aware of the importance of intellectual honesty and respect for copyright in the field of production.	[SK2] presentation/project/paper/report

Subject contents	Defining and different types of commercial film Preparing a commercial film script Cooperation with the client Preparing a cost estimate and pricing of commercial forms Preparing productionImplementing commercial forms Post-production: editing and sound recording of short commercial forms											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 703 794 736">Subject passing criteria</th> <th data-bbox="799 703 1137 736">Passing threshold</th> <th data-bbox="1142 703 1481 736">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 743 794 777">active participation in classes</td> <td data-bbox="799 743 1137 777">60.0%</td> <td data-bbox="1142 743 1481 777">20.0%</td> </tr> <tr> <td data-bbox="456 784 794 804">term paper / project</td> <td data-bbox="799 784 1137 804">60.0%</td> <td data-bbox="1142 784 1481 804">80.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	active participation in classes	60.0%	20.0%	term paper / project	60.0%	80.0%
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Recommended reading	Basic literature	Troy Lanier, Clay Nichols: Filmowanie. Podręcznik dla młodych, Wydawnictwo Wojciech Marzec, 2025. Bruce Block: Opowiadanie obrazem. Tworzenie wizualnej struktury w filmie, telewizji i mediach cyfrowych, Wydawnictwo Wojciech Marzec, 2023.										
	Supplementary literature	Gustavo Mercado: Okiem filmowca. Nauka i łamanie zasad filmowej kompozycji, Wydawnictwo Wojciech Marzec, 2022.										
	eResources addresses											
Example issues/ example questions/ tasks being completed	Making commercial forms: discussion of the process of their creation Post-production and editing: discussion on selected short commercial forms											
Work placement	Not applicable											

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