

**Subject card**

<b>Subject name and code</b>	Advertising Photography , PG_00152643						
<b>Field of study</b>	Journalism and Social Communication						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Specialty subject group Subject group related to practical vocational preparation		
<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		
<b>Semester of study</b>	4	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	practical	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		prof. dr hab. Zbigniew Treppa				
	<b>Teachers</b>		prof. dr hab. Zbigniew Treppa mgr Mikołaj Janiak				
<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	0.0	0.0	30
	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>	30		2.0		43.0	75
<b>Subject objectives</b>	Acquiring basic knowledge in the field of advertising photography. The ability to evaluate photos in terms of the effectiveness of the media message. Using photographic means of expression. The ability to use photography in the creation of intermedia visual messages.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an extended level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	The student recognizes the need to constantly update and deepen knowledge in the field of photography.	[SW5] implementation of a problem task
	[DZiKSMU2_W03] He/she has extended knowledge of the methods and theories relevant to media studies and the dependencies existing between them, as well as knowledge of other scientific disciplines that provide theoretical and practical foundation for an advanced analysis of issues relevant to the journalism and social communication programme.	The student is able to consciously use the language of photography.	[SW5] implementation of a problem task
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The student is able to use the tools of photographic visual persuasion.	[SK5] implementation of a problem task
	[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	The student has in-depth and structured knowledge of photographic visual persuasion.	[SU5] implementation of a problem task
	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	able to use methods, tools and acquired workshop skills to the extent necessary to implement his own photographic projects.	[SU5] implementation of a problem task
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	The student has language skills in the field of photographic visual persuasion.	[SK5] implementation of a problem task
<b>Subject contents</b>	Documentary, autobiographical and metaphorical layers in photography. 2. Photography technique and technology. 3. Development of creative personality through photography. 4. Photographic image of a man. Photographic conventions for showing faces and figures. Positive and negative ways of shaping a person's image. 5. Using means of photographic expression: lighting contrast, motif contrast, shooting plan, viewing angle, perspective, frame proportions. 6. Experiment and provocation in photography. 7. Possibilities of the photographic image and its functions in controlling expression.		
<b>Prerequisites and co-requisites</b>			
<b>Assessment methods and criteria</b>	Subject passing criteria	Passing threshold	Percentage of the final grade
	pass with grade	51.0%	100.0%
<b>Recommended reading</b>	Basic literature	H u n t e r F., Biver S., Fuqua P., Light in photography, Łódź 2009. F e i n i n g e r A., Nauka o fotografii, Warszawa 1987. L a n g f o r d M., F o x A., S m i t h S., Photography according to Langford for photographers. Or how to master this art, Warsaw 2012 P a k a l s k i L. J., Kaleidoscope of photography. Between technology and art, Gliwice 2012	
	Supplementary literature	-	
	eResources addresses		
<b>Example issues/ example questions/ tasks being completed</b>	Idealistic image of an object		
<b>Work placement</b>	Not applicable		

Document generated electronically. Does not require a seal or signature.