

Subject card

Subject name and code	Basic photographic visual persuasion, PG_00152653						
Field of study	Journalism and Social Communication						
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 Optional subject group Specialty subject group 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		
Semester of study	4		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Mikołaj Janiak				
	Teachers		dr hab. Karolina Aszyk-Treppa				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		2.0		33.0	50
Subject objectives	Acquire basic knowledge of media photography. The ability to evaluate photographs in terms of the effectiveness of the message media. Using the means of photographic expression. Ability to use photography in the creation of intermedia messagesvisual.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	Able to responsibly carry out assigned tasks, meets the obligations of teamwork, co-creating photographic projects.	[SK2] presentation/project/paper/report
	[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	The student recognizes the need to constantly update and deepen knowledge in the field of advertising photography.	[SU2] presentation/project/paper/report
	[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 can use the tools of photographic visual persuasion.	[SW2] presentation/project/paper/report
	[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 knowledge of image construction and basic aesthetic qualities determining the visual message and on this basis evaluates the work of other authors, as well as analyses of photographic work.	[SU2] presentation/project/paper/report
	[DZiKSMU2_W06] He/she has an extensive knowledge of the processes of social communication development and media systems of various countries and understands their conditions and principles of functioning.	He is aware of the role of photography as a medium of social influence.	[SW2] presentation/project/paper/report
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she can critically evaluate the received content.	The student can consciously operate the language of photography.	[SK2] presentation/project/paper/report
	[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.	Can use methods, tools and acquired workshop skills to the extent necessary to realize own photographic projects in the area of persuasive photography.	[SU2] presentation/project/paper/report
Subject contents	<p>1. Documentary, autobiographical and metaphorical layers in photography. 2. technique and technology of photography. 3. Development of creative personality through photography. 4. photographic image of a person. Photographic conventions of showing faces and figures. Positive and negative ways of forming the image of a person. 5. Use of photographic means of expression: contrast of lighting, contrast of motif, photo plan, angle of view, perspective, frame proportion. 6. experimentation and provocation in photography. 7. The possibilities of the photographic image and its functions in controlling expression.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Passing grade	51.0%	100.0%

Recommended reading	Basic literature	<p>B a r n b a u m B. Kanon fotografii, Gliwice 2012.</p> <p>B a r r e t T., Krytyka fotografii. Jak rozumieć obrazy, Kraków 2014.</p> <p>C o t t o n Ch., Fotografia jako sztuka współczesna, Kraków 2010.</p> <p>H u n t e r F., Biver S., Fuqua P., Światło w fotografii, Łódź 2009.</p> <p>F e i n i n g e r A., Nauka o fotografii, Warszawa 1987.</p> <p>L a n g f o r d M., F o x A., S m i t h S., Fotografia według Langforda dla fotografów. Czyli jak opanować tę sztukę, Warszawa 2012</p> <p>P ę k a l s k i L . J., Kalejdoskop fotografii. Między techniką a sztuką, Gliwice 2012</p> <p>G a t c u m C., Kreatywna fotografia cyfrowa, Warszawa 2010</p>
	Supplementary literature	-
	eResources addresses	
	Example issues/ example questions/ tasks being completed	-
Work placement	Not applicable	

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