

Subject card

Subject name and code	Visual communication tools I, PG_00130858						
Field of study	Cultural Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Grzegorz Piotrowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	8.0	0.0	38
	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	38		2.0		35.0	75
Subject objectives	The aim of the course is to teach students how to use basic tools for creating online content in a visual form. During classes, students will learn, among others: basics of image editing and processing, designing and creating websites, preparing visual materials for various purposes.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[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.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[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.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[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.	[SW1] oral statement/conversation/discussion [SW2] 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.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills
Subject contents	They are updated by the teacher, e.g. 1. technical aspects of taking photos and videos 2. lighting 3. photographic post-production and editing 4. preparation of materials for various fields of use 5. bitmap images and vector graphics 6. website design 7. basic principles of creating HTML and CSS code.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final work in the form of a project	51.0%	100.0%
Recommended reading	Basic literature	1. Austin Tricia, Doust Richard: Projektowanie dla nowych mediów, Wydawnictwo Naukowe PWN, 2008. 2. Kokłowski Sławomir: KURS HTML Dostępny w Internecie: www.kurshtml.edu.pl . 3. Zelent Mirosław: KURS HTML Dostępny w Internecie: www.miroslawzelent.pl/kurs-html/ .	
	Supplementary literature	Indicated by the instructor.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Discuss how visual editing programs work.		
Work placement	Not applicable		

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