

Subject card

Subject name and code	Production and Financing of Utility Forms, PG_00167012						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	practical		Assessment form		exam		
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Fortuna-Skowron				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	16.0	0.0	0.0	0.0	16
	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	16		1.0		58.0	75
Subject objectives	The student acquires knowledge about the methods of production and financing of utility forms. Recognizes utility forms and is able to design a project of an audiovisual utility form.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[PFAL3_W05] He/she understands the specifics of audiovisual production.		The student understands the specificity of audiovisual production (genre, aesthetic, technological and economic)		[SW4] test/exam - oral or written		
	[PFAL3_U08] Can prepare the initial stage of audiovisual production.		The student is able to prepare the initial stage of audiovisual production for use		[SU4] test/exam - oral or written		
	[PFAL3_U06] He/she has the ability to identify sources of financing for audiovisual production and effectively apply for financing.		The student has the ability to recognize sources of financing for audiovisual production and to effectively seek financing		[SU4] test/exam - oral or written		
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.		The student is prepared to take an active part in institutions, organizations and social groups involved in the production of audiovisual forms of utility.		[SK4] test/exam - oral or written		
	[PFAL3_W06] He/she knows the sources and principles of financing audiovisual production.		The student knows the sources and principles of financing audiovisual production for commercial use.		[SW4] test/exam - oral or written		
Subject contents	Types of audiovisual utility forms (including advertisements, social advertisements, promotional films, wedding films, fashion films, visualisations, etc.); methods of utility form production; financing of utility forms; budgeting of utility forms; implementation technique of utility forms; obtaining orders; communication with the client; presentation of the project to the client; schedule of utility form production.						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exam	51.0%	70.0%
	active participation in classes	80.0%	30.0%
Recommended reading	Basic literature	At the beginning of the semester, the teacher establishes a set of readings required to pass the course. T. Lanier, C. Nichols, Filmowanie. Podręcznik dla młodych, Wydawnictwo Wojciech Marzec, Warszawa 2010. J. Tokarczyk, W reklamie nie ma przypadkowości, FILM & TV KAMERA 2017 r., nr 03, s. 52-57. J. Tokarczyk, Na krótkich dystansach, FILM & TV KAMERA 2017 r., nr 04, s. 36-38. U. Lipińska, Przyszłość reklamy to sztuka, FILMPRO 2017 r., nr 01, s. 24-26.	
	Supplementary literature	None	
	eResources addresses		
	Example issues/ example questions/ tasks being completed		
Work placement	Not applicable		

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