

Subject card

Subject name and code	Internet and interactive audiovisual forms, PG_00167024						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Piotr Kurpiewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		1.0		34.0	50
Subject objectives	Student acquires knowledge about online and interactive audiovisual forms. He/she understands and notices the dynamic changes in the audiovisual market. Can create a project of an online and/or interactive audiovisual form.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PFAL3_U14] He/she is able to create simple audiovisual forms using appropriate means of expression.	He/she is able to realize simple online audiovisual forms using the right means of expression.	[SU4] test/exam - oral or written [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[PFAL3_U02] He/she can adapt the project to the specifics of the audiovisual market.	He/she is able to adapt the project to the specifics of the online audiovisual market	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU5] implementation of a problem task
	[PFAL3_W04] He/she has knowledge of the types and genres of audiovisual activity as an artistic activity.	He/she has knowledge of the types and genres of online audiovisual activity as an artistic activity.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[PFAL3_W03] He/she understands the language of audiovisual media and knows professional terminology, also in English.	He/she understands the language of online audiovisual media and knows professional terminology, also in English.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[PFAL3_U15] Developing his professional skills, he/she uses modern information technologies, multimedia and the Internet.	To develop his/hers professional skills, he/she uses modern information technologies, multimedia and the Internet, especially in the implementation of online audiovisual forms.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.	It is prepared to take an active part in the activities of institutions, organizations and social groups involved in online audiovisual production.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK6] demonstration of practical skills
[PFAL3_U01] He/she has the ability to recognize the specificity of an audiovisual project.	He/she has the ability to recognize the specifics of an online audiovisual project.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written	
Subject contents	Internet audiovisual forms: video marketing; explainer video; tutorial video; testimonials; webinar; video blog; live video; Vine - examples of websites for sharing audiovisual forms. Interactive audiovisual forms: narration, technological development.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	preparation of the credit project	51.0%	80.0%
	active participation in classes	85.0%	20.0%
Recommended reading	Basic literature	P. Sołodki: Hybryda naszych czasów? Dokument interaktywny, EKRANY 2016 r. , nr 05, s. 24-27 M. Zdrodowska: Life in a day - kilka uwag o Youtube, vlogowaniu i audiowizualnej rewolucji, EKRANY 2011 r. , nr 3-4, s. 78-80 M. Kaźmierczak, Małe formy, wielkie sprawy. Deontologia a potoczność w przekazach audiowizualnych dostępnych na Youtube, IMAGES 2012 r. , Vol. 10, nr 19, s. 43-56 A. Juhasz, Dokument na Youtube. Porażka bezpośredniego kina sloganu, PANOPTIKUM 2013 r. , nr 12, s. 10-26 I. Kurz, "I got you tube". Kino a serwis YouTube.com - odmiany kinofilii, [w:] Pogranicza audiowizualności: Parateksty kina, telewizji i nowych mediów, pod redakcją Andrzeja Gwoźdźdza, Kraków 2010	
	Supplementary literature	n/a	
	eResources addresses		
Example issues/ example questions/ tasks being completed	The task of implementing an online audiovisual form as a credit project.		
Work placement	Not applicable		

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