

## Subject card

|                                             |                                                                                                                                                                                                                                   |                                                          |                                         |                                     |                                                                                                             |            |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | The Development of Audiovisual Project and the Art of Pitching, PG_00166993                                                                                                                                                       |                                                          |                                         |                                     |                                                                                                             |            |     |
| 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<br>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                           | 1                                                                                                                                                                                                                                 |                                                          | ECTS credits                            |                                     | 4.0                                                                                                         |            |     |
| 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 Piotr Kurpiewski                     |                                     |                                                                                                             |            |     |
|                                             | Teachers                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                                                                             |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                       | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                     | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                             | 0.0                                                      | 26.0                                    | 0.0                                 | 0.0                                                                                                         | 0.0        | 26  |
|                                             | 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                                                                                                                                                                                                             | 26                                                       |                                         | 2.0                                 |                                                                                                             | 72.0       | 100 |
| Subject objectives                          | Students gain practical knowledge of audiovisual project development and learn the rules of pitching. They develop their self-presentation and speaking arts skills. They are able to prepare an effective pitching presentation. |                                                          |                                         |                                     |                                                                                                             |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                              | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Method of verification                                                                                                                                                   |
|                                 | [PFAL3_W07] He/she has knowledge of the initial stage of development of an audiovisual project                                                                                                                              | Students have knowledge of the initial stage of audiovisual project development and the art of pitching.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work<br>[SW5] implementation of a problem task |
|                                 | [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 and organizations that support the development of the art of pitching.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK3] text preparation/written work                                           |
|                                 | [PFAL3_U06] He/she has the ability to identify sources of financing for audiovisual production and effectively apply for financing.                                                                                         | The student can solicit funding for an audiovisual project through pitching.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU4] 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 and present it to the public.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | [SU2] presentation/project/paper/report<br>[SU6] demonstration of practical skills                                                                                       |
|                                 | [PFAL3_U05] He/she has the ability to assess the value of an audiovisual project from a commercial point of view.                                                                                                           | The student can assess the commercial value of an audiovisual project and its destination for pitching activities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU3] text preparation/written work                                           |
|                                 | [PFAL3_W06] He/she knows the sources and principles of financing audiovisual production.                                                                                                                                    | The student knows the principles of pitching, as a form of financing audiovisual production.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                                             |
| Subject contents                | Elements of audiovisual project development; what is pitching; construction of a pitching speech; issues in presentation technique; selection of material for presentation; mistakes in a speech; communication techniques. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                          |
| Prerequisites and co-requisites |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                          |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                    | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Percentage of the final grade                                                                                                                                            |
|                                 | Active participation in class                                                                                                                                                                                               | 80.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 30.0%                                                                                                                                                                    |
|                                 | Final project (pitching assignment)                                                                                                                                                                                         | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 70.0%                                                                                                                                                                    |
| Recommended reading             | Basic literature                                                                                                                                                                                                            | <p>D. Eboch, K. Aguado, The Hollywood Pitching Bible, 3rd edition, CreativeSpace Independent 2018.</p> <p>S. Moore, #100Pitches: Mistakes I've Made So You Don't Have To: The Film and Television Pitching Guide for Independent Content Creators, Create Space 2017.</p> <p>L. Bjorn, R. Lennart, Techniki prezentacji. O sztuce przemawiania, angażowania i przekonywania, BL Info 2006.</p> <p>L. Scher, Czy będzie z tego dobry film?, 2014.</p> <p>B. Block, The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media, London 2001.</p> <p>W. Dune, Podręcznik dramatopisarza. Rozwój bohaterów, budowanie scen i historii, Warszawa 2014.</p> <p>J. Campbell, The Hero with a Thousand Faces, Novato 2008</p> |                                                                                                                                                                          |
|                                 | Supplementary literature                                                                                                                                                                                                    | M. B. Rosenberg, Nonviolent Communication. A Language of Life, 3rd Edition: Life-Changing Tools for Healthy Relationships, Encinitas 2015.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                          |
|                                 | eResources addresses                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                          |

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| Example issues/<br>example questions/<br>tasks being completed | Elements of audiovisual project development; what is pitching; construction of a pitching speech; issues in presentation technique; selection of material for presentation; mistakes in a speech; communication techniques. |
| Work placement                                                 | Not applicable                                                                                                                                                                                                              |

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