

## Subject card

|                                             |                                                                                                                                                                                                   |                                                          |                                         |                                     |                                                                                                             |            |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Implementing of Usable Productions - Practicals, PG_00166909                                                                                                                                      |                                                          |                                         |                                     |                                                                                                             |            |     |
| Field of study                              | Audiovisual Production                                                                                                                                                                            |                                                          |                                         |                                     |                                                                                                             |            |     |
| Date of commencement of studies             | October 2026                                                                                                                                                                                      |                                                          | Academic year of realisation of subject |                                     | 2027/2028                                                                                                   |            |     |
| 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                               | 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                            | 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                                                                                                                                                                             | 0.0                                                      | 20.0                                    | 0.0                                 | 0.0                                                                                                         | 0.0        | 20  |
|                                             | 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                                                                                                                                                                             | 20                                                       |                                         | 2.0                                 |                                                                                                             | 53.0       | 75  |
| Subject objectives                          | The student in a group realizes the selected format of utility production. Learns to work together. He/she is able to use appropriate tools to organize and execute a utility production project. |                                                          |                                         |                                     |                                                                                                             |            |     |

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| Learning outcomes                                              | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Subject outcome                                                                                                                                                                                                                                                                                                                                                       | Method of verification                       |
|                                                                | [PFAL3_U16] He/she is able to independently acquire knowledge and develop his/her skills in the field of audiovisual production.                                                                                                                                                                                                                                                                                                                                    | The student can acquire knowledge and develop their skills in the production of utilitarian/commercial forms.                                                                                                                                                                                                                                                         | [SU1] oral statement/conversation/discussion |
|                                                                | [PFAL3_W04] He/she has knowledge of the types and genres of audiovisual activity as an artistic activity.                                                                                                                                                                                                                                                                                                                                                           | The student can select the appropriate genre of audiovisual activity for the project he is working on.                                                                                                                                                                                                                                                                | [SW1] oral statement/conversation/discussion |
|                                                                | [PFAL3_K05] Understands the need to participate in cultural life, especially in the film community, and to encourage others to come into contact with film culture.                                                                                                                                                                                                                                                                                                 | The student, learning about the process of creating applied messages, understands the specifics of working in the environment of creators of applied forms.                                                                                                                                                                                                           | [SK1] oral statement/conversation/discussion |
|                                                                | [PFAL3_U09] He/she can independently conduct audiovisual production at the shooting stage.                                                                                                                                                                                                                                                                                                                                                                          | The student knows how to independently guide the production of functional forms at the shooting stage.                                                                                                                                                                                                                                                                | [SU2] presentation/project/paper/report      |
|                                                                | [PFAL3_U13] He/she can plan, organize and manage a team involved in the production of audiovisual forms.                                                                                                                                                                                                                                                                                                                                                            | The student can plan, organize and manage a team engaged in the production of functional forms.                                                                                                                                                                                                                                                                       | [SU2] presentation/project/paper/report      |
|                                                                | [PFAL3_W08] He/she has knowledge of the production of an audiovisual project during the shooting period.                                                                                                                                                                                                                                                                                                                                                            | The student can plan the shooting period and manage the film crew during this period.                                                                                                                                                                                                                                                                                 | [SW2] presentation/project/paper/report      |
|                                                                | [PFAL3_U14] He/she is able to create simple audiovisual forms using appropriate means of expression.                                                                                                                                                                                                                                                                                                                                                                | The student can realize simple audiovisual functional forms using appropriate means of expression.                                                                                                                                                                                                                                                                    | [SU2] presentation/project/paper/report      |
| Subject contents                                               | Practical implementation of the audiovisual project of applied production.                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                       |                                              |
| 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 assignment                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 51.0%                                                                                                                                                                                                                                                                                                                                                                 | 70.0%                                        |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                    | T. Lanier, C. Nichols, Filmmaking for Teens: Pulling Off Your Shorts, New York 2010.<br><br>J. Tokarczyk, W reklamie nie ma przypadkowości, FILM & TV KAMERA 2017 r. , nr 03, s. 52-57.<br><br>J. Tokarczyk, Na krótkich dystansach, FILM & TV KAMERA 2017 r. , nr 04, s. 36-38.<br><br>U. Lipińska, Przyszłość reklamy to sztuka, FILMPRO 2017 r. , nr 01, s. 24-26. |                                              |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                            | B. Block, The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media, London 2001.                                                                                                                                                                                                                                                                |                                              |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                       |                                              |
| Example issues/<br>example questions/<br>tasks being completed | Types of audiovisual functional forms (including commercials, social ads, promotional videos, wedding videos, fashion videos, visuals, etc.); methods of producing functional forms; financing functional forms; budgeting functional forms; functional form implementation technique; obtaining orders; communication with the client; presentation of the project to the client; schedule of functional form production. Translated with DeepL.com (free version) |                                                                                                                                                                                                                                                                                                                                                                       |                                              |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                       |                                              |

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