

Subject card

Subject name and code	Video clip - theory and practice, PG_00144163						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		5.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jakub Maj				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	40.0	0.0	0.0	0.0	40
	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	40		5.0		80.0	125
Subject objectives	The aim of the workshop is to acquire basic knowledge about the history and different genres of music videos and to use the acquired knowledge in practice to prepare a music video.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAMU2_U02] He/she is able to independently acquire knowledge, plan activities and solve problems related to the production of short audiovisual forms.	The student is able to independently acquire knowledge, plan activities and solve problems related to the production of music videos.	[SU2] presentation/project/paper/report
	[WOFKAMU2_K05] Is aware of the importance of intellectual integrity and respect for production copyright.	The student is aware of the importance of intellectual honesty and respect for copyright in the field of production.	[SK2] presentation/project/paper/report
	[WOFKAMU2_K04] She/he can work in a production group and, regardless of their function, they can show initiative and willingness to solve common problems.	The student is able to work in a production group and, regardless of the function performed, is able to demonstrate initiative and willingness to solve common problems.	[SK2] presentation/project/paper/report
	[WOFKAMU2_W08] He/she understands the evolution of the language of film and new media against the background of other artistic disciplines.	The student understands the evolution of the language of film and new media in relation to other artistic disciplines.	[SW2] presentation/project/paper/report
	[WOFKAMU2_K01] Critically evaluates his/her activity in the group and the results of teamwork related to audiovisual production.	The student critically evaluates his/her group activity and the results of teamwork related to audiovisual production.	[SK2] presentation/project/paper/report
	[WOFKAMU2_W09] He/she has an in-depth knowledge of contemporary culture and media convergence.	The student has in-depth knowledge of contemporary culture and media convergence	[SW2] presentation/project/paper/report
	[WOFKAMU2_W06] He/she characterizes the relationship between the theory of film and new media and the possibility of their use in professional practice related to the production of short audiovisual forms.	The student characterizes the connections between the theory of film and new media and the possibility of their use in professional practice related to the production of short audiovisual forms.	[SW2] presentation/project/paper/report
	[WOFKAMU2_W03] He/she knows the current stylistic and workshop trends in the production and implementation of audiovisual forms.	The student knows the current stylistic and workshop trends in the production and implementation of music videos.	[SW2] presentation/project/paper/report
	[WOFKAMU2_U08] He/she can independently prepare a project, scientific, artistic or organizational, commissioned by the supervisor.	The student is able to independently prepare a video clip assigned by the supervisor	[SU2] presentation/project/paper/report
	[WOFKAMU2_U05] He/she has in-depth technical skills needed to make short films and other audiovisual forms.	The student has advanced workshop skills needed to make music videos	[SU2] presentation/project/paper/report
	[WOFKAMU2_U04] In the implementation of practical tasks, the student is able to use modern information technologies and professional audiovisual equipment.	The student is able to use modern information technologies and professional audiovisual equipment when making music videos	[SU2] presentation/project/paper/report
	[WOFKAMU2_U03] Can manage a group, choosing the right procedures, methods of action and tools leading to the implementation of the task.	The student is able to lead a photography group, selecting appropriate procedures, methods of action and tools leading to the completion of the task	[SU2] presentation/project/paper/report
	[WOFKAMU2_K03] He/she is responsible for the audiovisual equipment entrusted to him and for work safety.	The student is responsible for the equipment entrusted to him and for work safety.	[SK2] presentation/project/paper/report
	[WOFKAMU2_K02] Understands the responsibility that comes with leading a production group.	The student understands the responsibility of leading a production group.	[SK2] presentation/project/paper/report
	[WOFKAMU2_U09] In contacts with film experts and audiovisual creators, he/she uses scientific or professional vocabulary.	When contacting film experts and audiovisual media creators, the student uses scientific or professional vocabulary	[SU2] presentation/project/paper/report
Subject contents	Defining and different types of music videos, selecting music material, preparing a music video script, preparing production, making a music video, post-production		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	term paper/project/presentation	60.0%	80.0%
	active participation in classes	60.0%	20.0%
Recommended reading	Basic literature	U. Jarecka, Świat wideoklipu, Warszawa 1999. M. Przyłipiak, Tam gdzie rodzą się sny, Film na świecie 1990, nr 10. J. Tokarczyk, Animacja w teledysku, Film i TV Kamera 2013, nr 1.	
	Supplementary literature	A. Staszczak, Lo-Fi od kampu do postmoderny, Ekrany 2012 nr 06. M. Stasiowski, Fotofonia, Ekrany 2013 nr 05.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Discussing selected music videos - production specifics and analysis and interpretation		
Work placement	Not applicable		

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